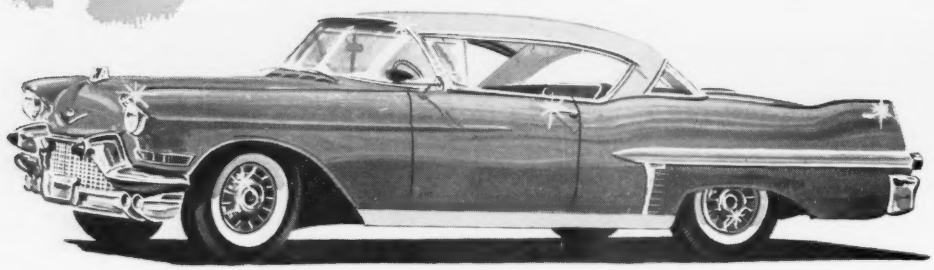
Dallas

MARCH 1957



Excellence

NEVER BEFORE KNOWN IN AN AMERICAN MOTOR CAR



Cadillac FOR 1957

FOR AMERICA'S MOST DEMANDING MOTORIST

Excellence never before known in an American motor car . . . Cadillac for 1957 is truly the example of perfection on wheels. From the distinctive front grille area to the long, low, glistening rear fender lines, Cadillac is years ahead of all others as a style leader. Lone Star Cadillac Company of Dallas, distributor of Texas Cadillacs for 23 years, is now showing the most magnificent automobile of the century. Lone star Cadillac's experienced and capable sales staff will be pleased to have you drive the new standard of the world . . . Cadillac for 1957.

LONE STAR Cadillac COMPANY

ENTIRE BLOCK 2300 ROSS AVE. • RI 2-7221

5,000 acres. Right in the center of the greatest population concentration in the Southwest. Located with equal distributive access to great expanding cities on either side. Blessed with a

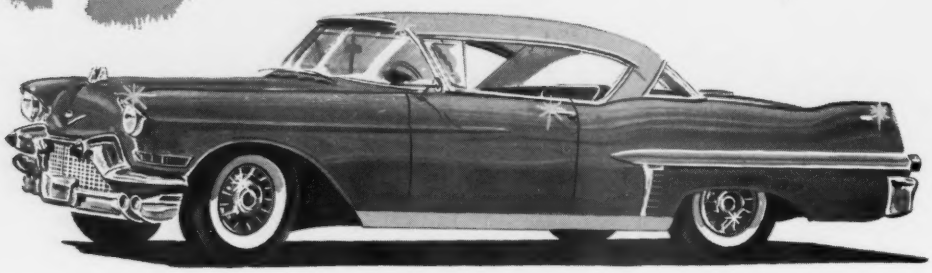
FOR A LONG TIME, THERE WAS PRAIRIE

crisscross of highways and expressways making the great market immediate. Undeveloped acres, waiting in the inevitable midst of progress. Great Southwest acres.



Excellence

NEVER BEFORE KNOWN IN AN AMERICAN MOTOR CAR



Cadillac FOR 1957

FOR AMERICA'S MOST DEMANDING MOTORIST

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Intensive planning. By specialists in architecture, engineering, construction, land planning, traffic control, railroads, warehousing, every phase of industrial development. A master system of industrial boulevards integrated with the Dallas-Fort Worth

THEN, THERE WAS PLANNING

Turnpike, State Expressway 360, Highway 80, other adjacent roads. Total freight service over the 10 rail lines entering Texas through interlining with the Texas & Pacific and the Chicago Rock Island and Pacific, directly serving the GSC site.

Tested, efficient buildings planned for maximum economy. Design consistency, advanced construction techniques, varied for individual needs. Centrally placed 1,000,000 square foot

NOW, THERE IS BUILDING

warehouse belt-connected to giant truck terminal facility, for benefit of all locating industry. When fully developed, 35 million square feet of buildings. By strict standards, to exact specifications of every GSC tenant.





Ultimately, 142,500 people. Working in the modern plants and firms of Great Southwest. Working in the largest industrial district in the world, enjoying planned benefits of indoor-

SOON, THERE WILL BE PE

outdoor recreation, landscaped spaciousness, architectural beauty, community facilities of parks, restaurants, clubs, and a chapel. Working for profit for industry centered at GSC.

request additional information from great southwest corporation, box 13964, dallas, texa

FUNCTION AND DESIGN

with McAX PORCELAIN ENAMEL



The exterior appearance of this new 11-story structure in Wichita Falls has been enhanced with colorful panels of *McAx Architectural Porcelain Enamel* bracketing the penthouse and fire escape, while *McAx Porcelain Enamel Letters* are mounted on the vertical fins . . . another reminder that porcelain enamel products by McAx combine perfectly for decorative finish and sign identification in over-all building design.

McAX

Dallas Pioneers



Established

1869 **The Schoellkopf Company**
Manufacturers and Wholesale Distributors

1872 **Dallas Transit Company**
Street Railway

1874 **Bolanz & W. C. (Dub) Miller**
Real Estate and Insurance

1875 **First National Bank in Dallas**
Banking

1875 **Dallas Transfer & Term. Whse. Co.**
Warehousing, Transportation, and Distribution

1879 **Texlite, Inc.**
Manufacturers of Porcelain Enamel and Plastic Products for the Sign and Building Industries

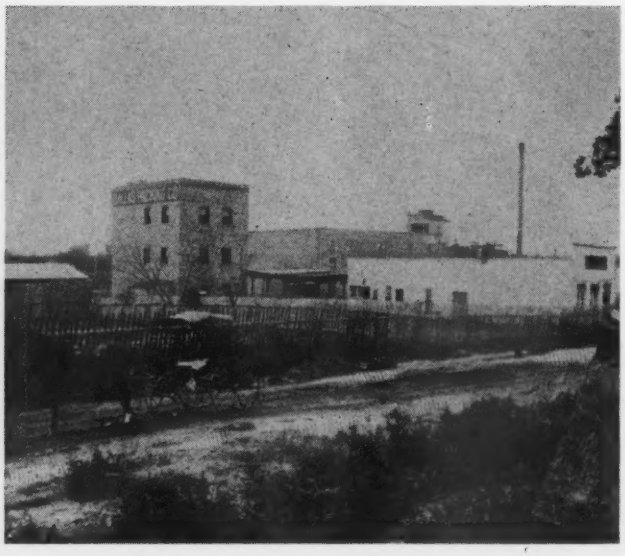
1887 **Buell & Company**
Building Material Distributors

1884 **The Dorsey Company**
Printers — Lithographers Stationers — Office Furniture

1885 **Mosher Steel Company**
Structural Reinforcing Steel and Machinery Repairs

1893 **Fleming & Sons, Inc.**
Manufacturers — Paper and Paper Products

1893 **Oriental Laundry and Cleaners**
Finer Laundering, Cleaning, and Fur Storage



THE roots of Dallas industry go back beyond the turn of the present century. The above 1896 photograph of the Dallas Packing Company shows the humble beginnings of the organization that later became the Armstrong Packing Company and the present day Swift & Company Dallas plant. More than two decades before this firm was founded (1875) the parent bank of what was later to become The First National Bank in Dallas through a series of mergers, began operations as the Exchange Bank of Dallas. In 1889 Nathan Adams joined this bank as a relief and general utility clerk. The National Exchange Bank and the American National Bank were consolidated in 1905 to form the American Exchange Bank and this bank was consolidated with the City National Bank in 1929 to form The First National Bank in Dallas, and Nathan Adams became its President. Shortly after the turn of the century, Edgar Flippen, who later became president and Board chairman of The First National Bank, became associated with the Armstrong Packing Company and served as its president about the time of World War I. Ben Wooten, currently president of The First National Bank, succeeded his as president of the bank in 1950. During the intervening years industry has grown in Dallas in size and diversification and The First National Bank has grown with its city. Now in its eighty-second year, The First National Bank in Dallas is one of the two largest banks in the entire South with assets of over $882,000,000.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 **Sparkman-Brand Inc.** *Morticians*
Originally, Loudermilk, Broussard and Miller

1899 **Seay & Hall**
All Lines of Insurance

1900 **John Deere Plow Company**
Agricultural Instruments

1900 **The Murray Co. of Texas, Inc.**
Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1902 **Hunter-Hayes Elevator Co.**
Passenger, Freight and Home Elevators

1903 **Smith's Detective Agency**
Burglar Alarm, Fire Alarm Radio Patrol Service

1904 **T. A. Manning & Sons**
Insurance Managers Fire — Casualty

1906 **Hesse Envelope Company**
Manufacturers of Envelopes and File Folders

1910 **Moser Co. Realtors**
Industrial and Commercial Leases and Sales

1914 **Texas Employers Insurance Ass'n.**
Workmen's Compensation Insurance

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MARCH 1957

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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"Why don't you give the First in Dallas an opportunity to say yes?"



FIRST NATIONAL BANK IN DALLAS
Member Federal Deposit Insurance Corporation



By DALE MILLER
Representative of the Dallas Chamber of Commerce in the Nation's Capital

The Chilling Wind

IT is the peculiar genius of politics that it can point with pride or view with alarm with equal facility, and change obliquely from one mood to another whenever it appears expedient to do so, without ever coming into actual contact with reality. Thus it is that many issues and problems of real importance which yearn for forthright attention from responsible leadership continue to drift with the political tides for years, and never emerge to a specific day and hour when they are resolutely met.


DALE MILLER

It was nearly a quarter of a century ago — a comparatively remote time when many of today's voters were yet unborn — when Franklin D. Roosevelt came into power and instituted the New Deal, a revolutionary doctrine which interpreted the political philosophy of the greatest good for the greatest number as meaning simply the enrichment of the parts at the expense of the whole. It set in motion the clearly discernible forces of government paternalism, heavy taxation and prodigal spending, bureaucratic controls, and progressive inflation. And throughout subsequent years of tumultuous change, from peace to war and from war to peace, these forces moved relentlessly ahead, spreading and diffusing through the American political structure.

There has been nothing mysterious or esoteric about this process, of course. There has never been a moment in all those years when what was happening was not clearly visible to all who chose to see. But it kept on happening, nevertheless; and, what is more important, it is continuing to happen now. The forces born of the Rooseveltian era are thriving now, exerting with each passing year a growing domination over the destiny of the nation.

It was convenient some years ago to attribute these developments merely to Roosevelt and the war, with some comfort derived from the delusion that the annoyances of bureaucracy and extravagance need only be tolerated for a time. And even when the Fair Deal of Mr. Truman perpetuated the New Deal of Mr. Roosevelt there was little inclination to feel disturbed, since the expectation remained that sooner or later the political cycle would run its course and the familiar traditions would be restored. And, surely enough, after twenty tempestuous years the Democratic administrations of Messrs. Roosevelt and Truman came to an end, and the American people possessed themselves of the Republican administration of Mr. Eisenhower. They have now had four years of that.

There have been some changes in Washington during those four years — changes of personnel and party symbols around the place — but if there is any basic difference between the Great Crusade of Mr. Eisenhower and the New Deal and Fair Deal of his predecessors it is not very apparent to the naked eye. Indeed, the superficial differences which are detectable provide an embarassing contrast. The cost of living is higher today than ever, and the index is inching upward all the time. The $72 billion budget which Mr. Eisenhower submitted to Congress in January is the biggest in the peacetime history of the United States. Price support payments to farmers during the four years of Mr. Eisenhower's first term were greater than all such payments during the twenty years of the Roosevelt and Truman administrations combined. More money is being funneled out of the Federal treasury in welfare programs today than ever before.

All the forces of governmental paternalism, heavy taxation and prodigal spending, bureaucratic controls, and progressive inflation, which characterized the New Deal, are flourishing in the Great Crusade. Though the nation has run the gamut of leadership and experience during the past quarter of a century—from Roosevelt and the Democrats to Eisenhower and the Republicans, and from depression and war to prosperity and peace — the same insidious forces have been at work, unaffected and unrestrained.

Behind the scenes in Washington there is a growing concern among conscientious political leaders over what the future portends. It is not a concern for today, or even for the immediate tomorrow, for the nation is prosperous and at peace. But the unchecked forces are nourishing a dangerous inflation, and it is apparent to many competent political economists that the forces could become a juggernaut in time, too powerful eventually to control. The thought of it is like a chilling wind.

It seems incredible — during this period when the American people had reason to expect some substantial relief from exorbitant taxes and bureaucratic controls — that the planners of the Eisenhower administration should now be preparing, covertly to be sure, programs involving still higher taxes and wage and price controls. Little is known about it, for obvious reasons, but it is going on nevertheless. They want to be ready, just in case inflation gets out of hand. In other words, such is the quality of our political leadership: not to combat the causes of it, but to attempt to control its disastrous effects.

The juggernaut of inflation: Are the forces of the welfare state growing too powerful to control?

The tragedy of this grim political dilemma is that there is no apparent hope of solution. In a two-party system there is usually resistance from the one against the policies of the other, but it is all too evident now that Democrats and Republicans alike are tripping hand in hand down the primrose path to the welfare state. This is not to say that there are not conscientious public servants who deplore this exhibition and would resist it if they could; but with both major party organizations committed in a bizarre rapport to a common cause they have no machinery left to them which they can effectively use to make their resistance felt. Yet, even if they had, their efforts would likely be unavailing, for there isn't much evidence that the people are clamoring for salvation. The primrose path is pleasant, whatever the abyss beyond.



A GIANT propane tank dwarfs two welders at the Dallas plant of Trinity Steel. Tanks such as these are built in Dallas by Trinity for shipment all over the nation and the world.

DALLAS FIRST IN PAYROLL GAINS

Census Figures Prove Manufacturing Growth

by Tom McHale

PAYROLLS provide the "Big Story" in Dallas' phenomenal expansion as the fastest growing manufacturing center of the Southwest. Figures recently released by the U. S. Bureau of the Census on the 1947-1954 Census of Manufactures show that Dallas increased its industrial payrolls from $97,507,000 in 1947 to $397,705,000 in 1954 for a percentage gain of 205.3. During the same period, Houston registered a percentage gain of only 102.1, less than half of Dallas. The same Census showed Dallas recording a percentage gain of 92.3 in the number of wage and salaried employees compared with a Houston gain of 34.8.

Continuing diversification providing a broader base than ever for Dallas manufacturing growth is also reflected in a breakdown of these figures into industrial groups by the Research Department of the Dallas Chamber of Commerce. While Dallas' older industries are showing substantial gaints, its newer post-war indus-

CRYSTALS of ultra pure semiconductor material, starting point for Texas Instruments' germanium and silicon transistors and diodes, are grown here.



tries are leading the parade of growth statistics. Transportation equipment which includes the aircraft industry, and electrical-electronic machinery record the largest gains. It is signficant that these relatively new Dallas industries employ a relatively high percentage of engineers and highly trained technicians, which means that Dallas manufacturing employment is growing fastest in those industries with the biggest payrolls.

A definite confirmation of this trend is reflected in gains in employment figures for the period January, 1956 to January, 1957 reported by the largest employers in this group. Chance-Vought reported total personnel increased from 2,108 to a total of 14,289; Collins Radio total employment increased from 1,886 to 2,170. Varo Manufacturing increased from 348 to 500. Temco Aircraft increased from 6,951 to 10,600. Texas Instruments increased Dallas personnel from 1,572 to 2,484.

It is significant also that these firms added substantially to their physical plant during the same period and most of them have even larger plans for the future. Chance-Vought added 45,000 additional square feet at a cost of $1,500,000. Collins Radio expanded its leased space from 197,197 square feet to 233,912 square feet and expansion continues. Varo Manufacturing Co. had its 39,000 square foot plant destroyed by fire in April and occupied its new 46,500 square foot plant on June 1. Contract for an additional 9,000 square foot building has just been let. Occupying about 2,000,000 square feet of space currently, Temco Aircraft Corporation is now building a 100,000 square foot building for engineering research and a 105,000 square foot headquarters building in Garland. Texas Instruments Incorporated increased floor space in its Dallas plants from 249,000 square feet to 339,000 square feet and has just broken ground for a 280,000 square foot building on a new site on Central Expressway. Continental Electronics increased its floor space from 28,000 square feet to 35,400 square feet.

During 1956 contracts were awarded in Dallas County for a total of 993,000 square feet of manufacturing buildings. Showing that Dallas development is not lopsided in this respect is the fact that during the same period contracts were let for commercial, office and store buildings amounting to 3,003,000 square feet.

Another index of the pace of Dallas manufacturing growth is revealed in the percentage of Texas Manufacturing now located in Dallas County. The 1947-54 U. S. Census of Manufactures shows that with 8 per cent of Texas' population, Dallas County now has 18.1 per cent of Texas Manufacturing in all industry groups.

Electrical machinery leads the parade with 67.2 per cent of the state's total located in Dallas County. Next is transportation equipment, which includes the aircraft industry with 41.8 per cent. The position of Dallas in the paper industry shows up in the figure of 29.6 per cent for pulp, paper and products. Next in line is apparel and related products with 28.8 per cent of the Texas total.

Other leaders are furniture and fixtures with 24.5 per cent, printing and publishing with 21.1 per cent reflecting Dallas' leadership in graphic arts. Next are instruments and related products with 19.9 per cent, fabricated metal products 18.8 per cent and food and kindred products 15.9 per cent. Only in chemicals and products and petroleum and coal products does Dallas' percentage fall below its population percentage.

Further expansion of Dallas payrolls in another direction is reflected in the development of two of Dallas' major planned industrial districts, Trinity and Brook Hollow. Today, more than 600 buildings valued in excess of $60,000,000 stand in the Trinity Industrial District where just oven ten years ago, not a single building stood. The first building in the Trinity District got under way late in 1946. By January 1, 1947, two plants were completed. By the beginning of the following year, 18 buildings were in actual use. By January, 1949 there were 63 buildings.

The completion of 233 buildings during its first five years bordered on the spectacular, but the next five year record was even more impressive. By the beginning of 1957 there were nearly three times as many units to top the 600 mark.

The development of the Brook Hollow Industrial District has taken place entirely in the past three years and buildings in that district have recently passed the 100 mark. The District was formally opened in March of 1954 and the first building was completed early that year. Today, there are 110 buildings either completed or under construction. These structures include an area of 2,300,000 available

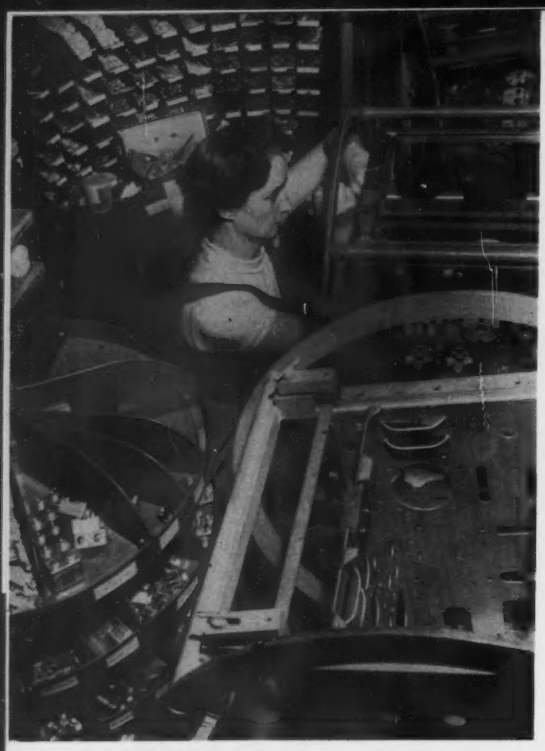
THE BODY drop of Dallas' Ford Plant assembly line is shown below. Ford in Dallas will soon pass a great milestone with production of the 2,000,000th Ford in Dallas. The chart below points up Dallas' commanding lead in the increase in manufacturing payrolls. Dallas' increase over the period covered by the most recent Census of Manufactures was greater than twice that of Houston and one-fourth greater than that of Fort Worth.

Increase in Manufacturing Payrolls*

(1) Dallas	205%
(2) Tulsa	193%
(3) Fort Worth	153%
(4) Houston	102%
(5) New Orleans..	86%
(6) San Antonio	72%
(7) Oklahoma City	71%

*Source: U. S. Bureau of the Census, Census of Manufactures 1947-1954.





INCREASE IN TOTAL EMPLOYMENT

1947-1954

Dallas 93%

Texas 74%

Southwest 30%

The states of Texas, New Mexico, Oklahoma, Arkansas, Louisiana and Mississippi.

United States..... 13%

Source: U. S. Bureau of the Census, Census of Manufactures 1947-1954.



SURROUNDED by neat stacks of tiny electronic components, a Collins Radio Company employee (left) works on a piece of communications equipment for the Air Force. Thousands of bars of soap are produced each hour by the assembly lines at Procter and Gamble's Dallas plant (right). The plant also produces detergent, soap flakes and shortening.

square feet and represent an approximate construciton cost of $17,250,000.

At the same time new plants are going up in Dallas' other industrial districts and in all parts of the county and almost in the center of the Dallas-Fort Worth Area, the Great Southwest Corporation is starting construction on a planned industrial district that may ultimately be the largest in the world when fully developed, with 35 million square feet of floor space and an empoyment of 142,500 people.

Significant among new industries is the new $1,500,000 plant of the Shea Chemical Co. on Highway 75 South and the expansion of Trinity Steel Company in their new 15 acre plant site on Irving Boulevard. The concentration of industry at Grand Prairie and Garland, the development of industry in Irving and West Oak Cliff and the growing plants South and East in the County, all reflect the steady manufacturing growth of Dallas.

While many of Dallas' newer plants are giving it more strength and stability in durable goods, it continues to expand employment in food and food processing and in its apparel ad fashion industry. It continues to expand Dallas' leadership in printing and the graphic arts and in paper and allied products. At the same time older Dallas industries with large payrolls like the Ford Motor Company assembly plant, Proctor & Gamble, The Murray Company, John E. Mitchell Company, Guiberson Corporation, Fritz Glitch & Sons, Inc., Wyatt Metal and Boiler Works, McMath-Axilrod, Texlite and others continue to expand their payrolls.

In only two categories in the 1947-1954 Census of Manufactures does Dallas show a decline in employment. Textile Mill Products reflects the move of that industry to smaller towns and Petroleum and Coal Products. This last classification reflects the movement of oil refineries closer to oil supply sources. This has been more than offset by large payrolls coming to Dallas in headquarters for oil companies and in several new roofing plants in the county with substantial payrolls.

Even more than statistics and objective analysis, a few case histories of diverse Dallas industries serve to point up its overall distribution and merchandising advantages. These are reflected in the current expansion of a number of Dallas maufacturing plants in a variety of fields.

In 1936, C. J. Bender began operation of the Automatic Gas Equipment Co. with one employee. This company became Trinity Steel Company in 1945 at 511 Hill Street with thirty employees and a plant of 8,000 square feet. The company moved to 3301 S. Lamar Street in 1949, expanded its floor space to 16,000 square feet and its employees numbered forty.

Over a period of years, Trinity Steel has perfected its engineering and production of Butane and Propane Gas Systems and has become a leader in the industry in the production of L.P. Gas transport trucks and storage tanks. Their distribution has expanded to national and interational proportions. They are now completing construction on their new 15 acre plant site on Irving Boulevard where they presently have 65,000 square feet of plant space and their employees number 150.

Varo Manufacturing Co. of Garland provides another success story in Post-War Dallas manufacturing. Late in 1945, Austin Stanton, former associate professor of engineering and head of the radar school at Southern Methodist University met Robert Jordan, an ex-student of his, in a Garland grocery store. Out of that chance meeting evolved the present Varo organization which began operations in a garage on the Stanton farm.

As post-war jet-powered air planes grew in complexity and attained new speeds, the Air Force and Navy were faced with the problem of providing consistent and infinitely precise electrical current for the operation of radar, armament and instruments. Varo's basic contribution to the refinement and control of airborne electric power supply was the development of a minature tuning fork, claimed to be the first major improvement of the tuning fork in more than 400 years. This miniature tuning fork, hermetically sealed in a metal envelope or tube, became the heart of Varo's power supply unit.

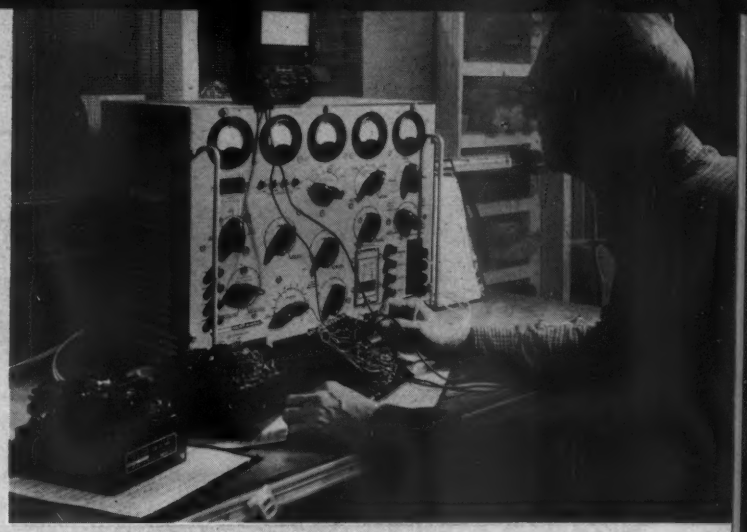
Expanding over the past eleven years, Varo encountered what might have been a major setback when its plant virtually

Percentage of Texas Manufacturing in Dallas County

With 8% of the state's population Dallas has the following percentage of manufacturing in Texas:

ALL INDUSTRY GROUPS	**18.1%**
Food and Kindred Products	15.9%
Textile Mill Products	12.8%
Apparel and Related Products	28.8%
Furniture and Fixtures	24.5%
Pulp, Paper and Products	29.6%
Printing and Publishing	21.1%
Chemicals and Products	5.4%
Petroleum and Coal Products	0.7%
Stone, Clay and Glass Products	11.3%
Fabricated Metal Products	18.8%
Machinery, except Electrical	18.4%
Electrical Machinery	67.2%
Transportation Equipment	*41.8%
Instruments and Related Products	19.9%
Miscellaneous Manufacturing	14.3%

*Source: U. S. Bureau of the Census, Census of Manufactures 1947-1954.



AN ELECTRONIC technician (right) checks meter adjustment at Varo Manufacturing Company. Infinite skill and patience are required for the repair and testing of electronic equipment. The chart at the left, taken from the Bureau of Census, Census of Manufactures 1947-1954 shows the prominence of Dallas in the Electrical Machniery Transportation Equipment, and Paper.

burned to the ground last April. By June a new and larger plant was built and put in operation. In the meantime Varo had acquired other companies in related fields and has just announced the formation of a new Transformer Division that will be housed in a new building now under construction. This will provide an integrated engineering and manufacturing facility for magnetic components. This unit will be equipped to design and build transformer chokes, saturable reactors and magnetic amplifiers to specific requirements in addition to offering standard designs now in manufacture.

Present Varo operations will be simplified by transferring its transformer production to this new division. The new transformer operation will provide a new and larger horizon for its own development in the transformer industry. Varo designed and built tansformers for the first time in 1947. When the company first began operations in 1946, it encountered difficulty in purchasing transformers of desirable quality. Deliveries were slow, costs were high and workmanship did not meet the rigid requirements of military specifications. Varo has continued to build transformers primarily for its own needs to the present time. Its new transformer division will make it possible to produce transformers of both military and commercial design to fill the needs of outside customers. The new transformer division will be a complete organization with its own engineering, quality control, production control and production departments. Between 80 ad 100 employees will initially staff the new transformer division.

Perhaps the most fabulous industrial story of modern Dallas is wrapped up in the twenty-six year history of Texas Instruments Incorporated. This industrial organization grew out of Geophysical Service, Inc., a Dallas based organization that is now one of the global leaders in oil exploration.

A scientific experiment in a rock quarry near Washington, D. C. in 1919 and a test party — probably the first field seismograph party of its kind — shooting its first profile in the bed of a stream near Oklahoma City in 1921, set in motion a series of events that have built Texas Instruments.

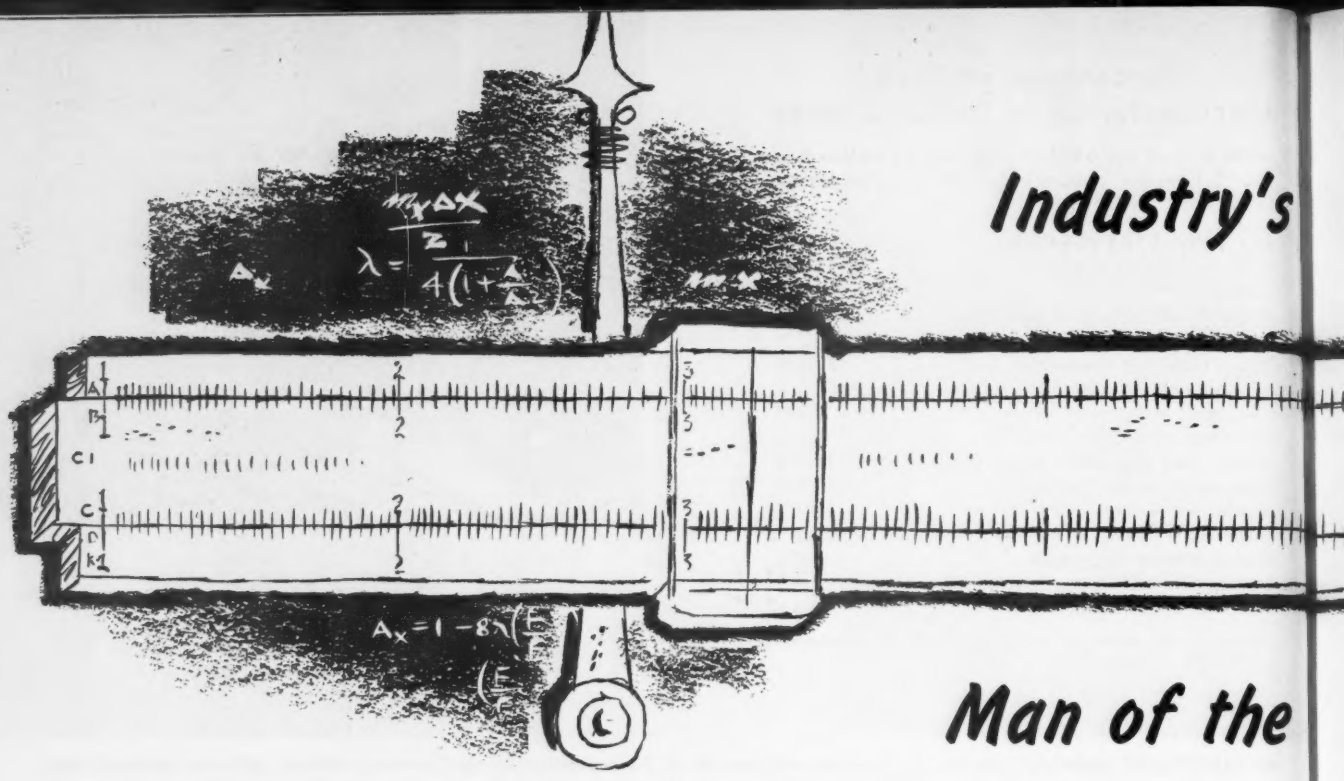
The designer of the geophysical equipment used, and leader of the test party was Dr. J. C. Karcher, who together with geophysicist Eugene McDermott, was later to found Geophysical Service G.S.I. The need for building precision instruments for their own use resulted in the development of Texas Instruments, now the parent company.

Perhaps better than any of its many products, T.I. transistors represent the organization's research and manufacturing teamwork, its manufacturing know-how, and its ability to cope with the stiffest manufacturing competition in the nation. T.I. is now recognized as the largest manufacturer of transistors in the United States and this involves competition with some of the nation's largest and oldest industrial organizations in the electric and electronic field.

Indicative of the fast growing pace of T.I. development is a comparison of net sales in 1955 of $26,684,653 and its 1956 sales just published in its annual report at the figure of $45,699,358. Now making a major plant expansion on a new site on Central Expressway this firm is presently headed by Eugene McDermott, Board Chairman and its president, Erik Jonsson, currently president of the Dallas Chamber of Commerce.

Other equally interesting stories might be related of individual case histories of Dallas' continued industrial expansion and the fast pace of its manufacturing growth. Proof that these are not isolated instances comes back again to Census Statistics to back up this trend.

On the basis of the 1947-54 Census of Manufactures, Dallas percentage gain in total employment of 93 compared with a Southwest gain of 30 and a national gain of 13. Its percentage in payroll gains of 205 compares with a Southwest gain of 101 and a national gain of 59. Thus Dallas is setting the pace of manufacturing growth in the Southwest and is running far ahead of national averages in these two important indices of industrial growth.



Industry's Man of the

ENGINEERS ENJOY NEW INDUSTRIAL PROMINENCE AS COMPANIES COMPETE FOR RECENT GRADUATES

by E. H. Flath
Dean, School of Engineering
Southern Methodist University

DURING 1956 seven companies engaged in electronics, communication and aircraft fields in Dallas increased their engineering personnel by 704 for a total of 4,196 according to DIRECTION, the publication of the Institute of Radio Engineers of Dallas, Texas. This represents an increase of more than 20 per cent over the number of engineers employed by these companies the previous year, and a similar or larger increase is expected for 1957 if the supply is available.

Colleges have not been graduating enough engineers to meet the demand, hence the engineer has become an increasingly important figure in the industrial picture. Industry is keenly aware of the shortage and is spending fabulous sums to encourage youths to take up the study of engineering and then undertakes elaborate recruiting campaigns to lure the engineering graduate to a particular firm.

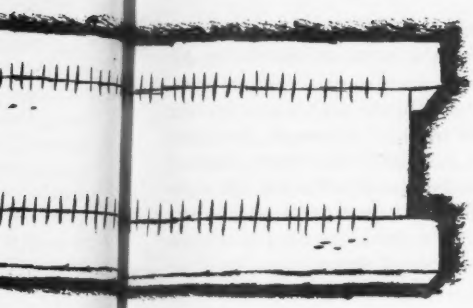
In this modern industrial-technical revolution, the much sought after engineer is the key man. He is industry's man of the hour.

The frenzied search for engineering talent began back in 1951 which saw a drop in June graduates to about 41,000 as compared to a high point of 52,000 engineers the previous year, the peak of what the colleges refer to as the G. I. bulge. This marked only the beginning of a decline which reached a low point of some 22,000 in 1954 and climbed back to only 26,000 in 1956.

The demand for newly graduated engineers has been estimated by a committee of the Engineers Joint Council as 40,000 or more each year. It is easy to see therefore, that industry is building up a deficit of engineers and will continue to do so until graduates are coming from colleges in sufficient numbers to meet the current demand. This may not take place until 1965 or 1970.

What is behind this serious decline in the number of engineering graduates? Part of it can be traced to the low birth rate of the great depression of the thirties: thus there are fewer young people available for college in the fifties. Increasing the number of students on college campuses, and the flood of them has already started, will not solve the problem of engineer shortages unless a larger per cent of them are attracted to science, mathematics and engineering. Dr. John S. Coleman of the National Research Council has been quoted as saying that "When permitted free choice, today's students in high schools and colleges appear to have developed an alarming distaste for science and mathematics". Why aren't more high school students studying algebra, geometry, trigonometry, chemistry and physics? Is it because there is a tendency among our youth to pick the "easy" subjects? Some teachers think there is an alarming trend toward anti-intellectualism; a student who excells in such subjects as mathematics and science may be looked upon as a "square". There is also some misunderstanding and ignorance of what engineers actually do.

Industry is cultivating the young engineer at the high-school level as well as at college. Their representatives are preaching the importance of the study of mathmatics and the natural sciences as preparation for any career in this age of technology; they are conducting inspection trips to industrial plants where students may see at first hand the work of the engineer; they are helping schools with their problems of faculty and equipment; and finally



the Hour

they are providing scholarships to encourage students who are qualified to go on to an engineering school.

Meanwhile, the rapid development of our very complex technology, a tremendous increase in organized research, and the trend from mechanization to automation have all created new demands for the services of the engineer. In 1900 industry required only 1 engineer to 255 workers, but by 1950 this ratio had changed to 1 engineer for each 65 workers, and at present the ratio may be as low as 1 engineer for each 20 workers. Industries engaged primarily in research, design and development such as the electronics and aircraft companies in the Dallas area must have a more favorable ratio, probably 1 engineer to each 10 employees.

Add to all of this the fact that industry has discovered their best management executives come from the ranks of the engineer so that many college graduates employed for technical jobs find themselves in a matter of 5 to 10 years entirely out of engineering work.

The search for talent on the campuses of colleges and universities all over the United States has become a year around scramble. Teams of recruiters start their visits in October and continue till commencement exercises. Schools have found it necessary to establish employment or placement bureaus to arrange interviews between students and recruiters; some have made rules restricting the number of companies which a student may interview to make sure that he will have time for his studies.

Some companies will give a student a firm offer of employment after a 20 or 30 minute interview; others prefer to pay his expenses for a trip back to the home plant or office where the offer of employment is made. Since the expense account for such trips usually includes a little extra for entertainment and miscellaneous items, it is possible for a student to have a nice vacation by arranging trips to several plants in the same general area. A few companies have put seniors on the payroll before graduation; thus a student may receive a raise in pay before he actually reports for work. Recruiters and college officials both frown upon such unethical practices. Some colleges require their students to attend lectures on the employment interview. What to look for in a company seeking employees is very important information for the young engineer.

The intensity of the search for technically trained men may be illustrated by the situation at the School of Engineering of Southern Methodist University. It is expected that 90 engineers will be graduated this year and 142 companies have been scheduled to send interviewers to the campus. Many others have written for appointments but have been discouraged. On some days there will be representatives of two or three industries on the campus to compete for interviews.

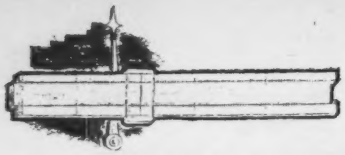
The possibility of landing one of these 90 students is rather remote because they attend school on what is known as the co-operative plan and they have been working half time in some local industry for the past four years. SMU's experience with this program for 32 years has been that about 70 per cent of the graduates remain with the company where they have been working as co-op students. This plan of education is recognized by industry as an excellent recruiting device as well as a successful guidance and training program. At present there are 72 firms cooperating with SMU in the employment and training of nearly 500 engineering students, and the program is increasing.

An inevitable result of the keen competition for engineers is an increase in starting salaries. A graduate may expect to receive offers of $465 to $500 or more a month which is about double that of ten years ago. A question frequently asked of interviewers this year is "What is the average salary of your engineers who have been with the company for ten years?" This is an honest attempt to find out if the graduate of ten years ago is the "forgotten man"; students think it is a better measure of opportunity in a company and of its policy toward its engineers than is the starting salary.

Almost all companies have training programs for newly employed engineers. They may be informal or very well planned and scheduled, but regardless they are designed to give management an opportunity to see how the student performs on the job, and to give the student a chance to find the particular job or type of work which interests him most.

Most companies are concerned about the continued education and upgrading of young engineers and pay all or part of college tuition to encourage part-time study toward an advanced degree. This is true particularly in industries engaged in research and development work, and is often used as a recruiting tool where the plant is located near an engineering school offering graduate studies. Quite a number of Dallas firms assist their employees to study in the Graduate Division of the School of Engineering at SMU. As a result the enrollment has grown from 190 students in 1951 to 869 in 1956, an increase of 357 per cent in five years. This is more than ten times the increase for all graduate engineering schools in the United States and indicates an unusual demand in Dallas industry for engineers with advanced degrees. It is hoped that this graduate program can be extended to include the doctor's degree.

To balance the bright picture of increased enrollments is the dark side of the struggle of engineering colleges to turn out more and better engineering talent. Few schools can find and keep good engineering teachers in today's keen competition and it is possible that colleges may be trapped by the very shortages which they are trying desperately to overcome. Here is a problem which needs and deserves the closest co-operation between schools of engineering and industry.



INDUSTRY'S MAN OF THE HOUR

SMU-Industry Work Together to Train

DR. Willis M. Tate, president of Southern Methodist University has laid out the following four requirements for a successful school of engineering.

1. The school should be located in an industrial center which will provide examples of the work of the engineer.

2. The firms and engineers of this district should cooperate with the school in training the student by giving him part-time employment where he will receive practical experience under actual commercial conditions.

3. The classes should be small enough to insure close contact between teachers and students.

4. The teachers should be well prepared in both theory and practice of engineering.

SMU's school of engineering under the direction of Dean E. H. Flath has been working for over 36 years to meet these requirements to the letter by means of a cooperative plan which gives the engineering student valuable practice in addition to necessary theory.

The cooperative plan which has been in successful operation at Southern Methodist University since 1925 provides alternation between study on the campus and work in industry.

The Technical Club of Dallas, membership of which includes many prominent engineers, sponsored the establishment of the cooperative plan at SMU. They continue to support this plan and recommend it to young men who are looking forward to careers in the engineering profession.

The cooperative plan offers the student many advantages which are not available in other educational programs. An opportunity to gain practical experience under actual commercial conditions and to correlate this experience with classroom theory is very important in professional training.

In his undergraduate years the cooperative student becomes acquainted with the processes by which engineering designs and specifications are translated into finished products. At graduation he has already advanced to a position of responsibility in industry.

The money earned by a cooperative student for his work in industry has considerable economic value when it comes to considering the cost of getting an engineering education. More valuable than this, however, is the feeling of pride and the sense of responsibility which come from earning one's way to professional status. Cooperative students are thus more mature and better prepared to work with others at the time of graduation.

The freshman year consisting of two semesters and a six-week summer term is spent entirely in school. The subjects studied form a common foundation for all engineers.

At the start of the sophomore year the class is divided into two groups, designated Section A and Section B. The students of Section A start to school in the fall while those in Section B go to work in industry. At the end of eight weeks, the two sections of students change places.

Each job in industry is taken care of by two students or alternates. While one student of the pair is at work, the other is in school. Thus the cooperating firm always has someone on the job throughout the calendar year.

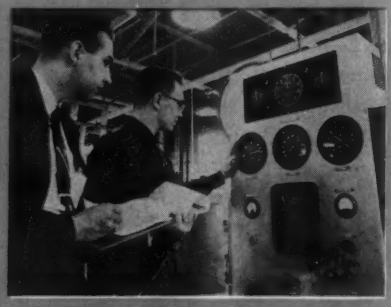
Alternation between school and industry continues on an eight-week basis until graduation.

Many companies cooperate with the school of engineering in the training of students. They are interested in developing technical men who may later qualify for positions of responsibility and leadership in engineering and management.

Jack Harkey, Coordinator of Cooperative Courses, is a member of the faculty of the school of engineering and supervises student employment and sets the dates for students to report to school and to work.

Students are graded on the work they do in industry and are expected to make good there as well as in school.







Jimmy Cox, of Dallas, is a junior coop engineering student at SMU. Jimmy's time is divided betwen the classroom and industry. At school he may labor over a math problem with the aid of his ever present slide rule, or Jimmy and another student may work together in SMU's Steam Laboratory, or he may help other fledgling engineers set up a display for Engineers' Week.

Engineers



INTERESTING high school students in an engineering career is an important part of industry's job. A group of students from Dallas are shown looking over a radial draw-former at Temco's Dallas plant. Temco, one of the leaders in working with the high school group, recently held a series of open houses for interested students, followed by counseling sessions with Temco engineers.

A majority of students work in the Dallas area but some are employed in other cities of Texas and a few other states. A student can work in his home town provided it is reasonably close to Dallas and suitable jobs are available.

At the start of his sophomore year a student may choose any of the four fields of specialization. 1. civil engineering 2. electrical engineering 3. industrial engineering 4. mechanical engineering.

Civil engineering is a broad field covering many engineering activities. Graduates are employed by consulting engineers, municipal governments, railroads, state highway departments, construction companies, aircraft companies and many others.

The electrical engineering curriculum first provides instruction in the fundamental principles of engineering with emphasis on the electrical branch. Glass, laboratory, design and problem work in the advanced courses give the student a knowledge of the theory and application of electrical machines, transmission lines, illumination, control, electronics, radio, television and ultra-high frequencies.

The industrial engineering curriculum has been designed to meet a definite need in industry. More and more, industry is looking to the engineer for its managerial personnel.

The course of study for a Bachelor of Science degree in industrial engineering is basically mechanical engineering with some fundamentals in civil and electrical engineering included. In addition to the basic engineering work, the instruction is broadened into fields of knowledge essential for the eventual taking of supervisory responsibility.

The mechanical engineering curriculum provides the basic fundamentals which prepare the graduate to design, test, build and operate machines for industry. Laboratory and classroom instruction, acquaints the student with shop practices and problems relating to combustion engines, power plants, heating, ventilating and air conditioning.

Aeronautical engineering courses are offered as an option in mechanical engineering.

Cooperative work in the field of mechanical engineering extends over a broad scope including foundries, machine shops, drafting and design rooms, and other departments of manufacturing plants. Students may be assigned to jobs with power companies, aircraft plants, and others.

With the help of industry, SMU is training engineers for the future. Ninety-four engineers will graduate from SMU this year, 125 in 1958, and 150 in 1959. And the value of these coop engineers to industry is exemplified by the fact that one Dallas manufacturer pays graduate coop students over $100 per month more than graduates of a regular engineering school.



Jimmy is one of many coop students at Chance Vought Aircraft. Each day at Vought begins with a friendly greeting from the gate guard, then Jimmy may be assigned to do design work under the watchful eye of a graduate engineer or he may be given a training assignment on the assembly line such as making a final check on the supersonic "Crusader" day fighter.





TAKE A CLOSER AT YOUR

by Electra Malone

HAVE you taken a close look at your secretary lately? It might pay, because you spend half your working hours with her and much of your success depends on her. She is usually your first line of contact and creates the first impression your clients or customers get of you. If your "Gal Friday" has a real knowledge of your business, shows intelligence in handling contacts with your clients, and is loyal to you, you are off to a flying start.

Strangely enough, few bosses would disagree that a secretary is highly important in creating a good impression. Stranger still, few bosses do a great deal to insure that proper attention is being given to this aspect of their businesses. Too many of them apparently hope that a secretary has the full range of the finest of qualities and will be able to maintain them with extremely little attention.



Come to think of it, how much would you pay for something guaranteed to create a good first impression? Plenty, probably, if you could get it and accurately measure the results.

Has it occurred to you that you may already have at least the potential in your secretary? To help achieve the full potential, perhaps you merely need to spend a minute to recognize and comment when she does a good job, spend a minute to keep her informed on things she should know about to do the best job for you, and spend a little time to show your confidence in her ability to use her own initiative on many little chores she can do for you.

If you, as a boss, would stop to ponder a minute, you probably would realize that very few other people working with you have as wide a range of knowledge as your secretary has of your activities. Most of the other people working with you usually are specialists of one kind or another. Your secretary, though, knows at least something about most all the things you do and if she has been with you a long time she probably is capable of doing many important things for you simply because she has watched you do them so many times yourself and has learned exactly how you want them done.

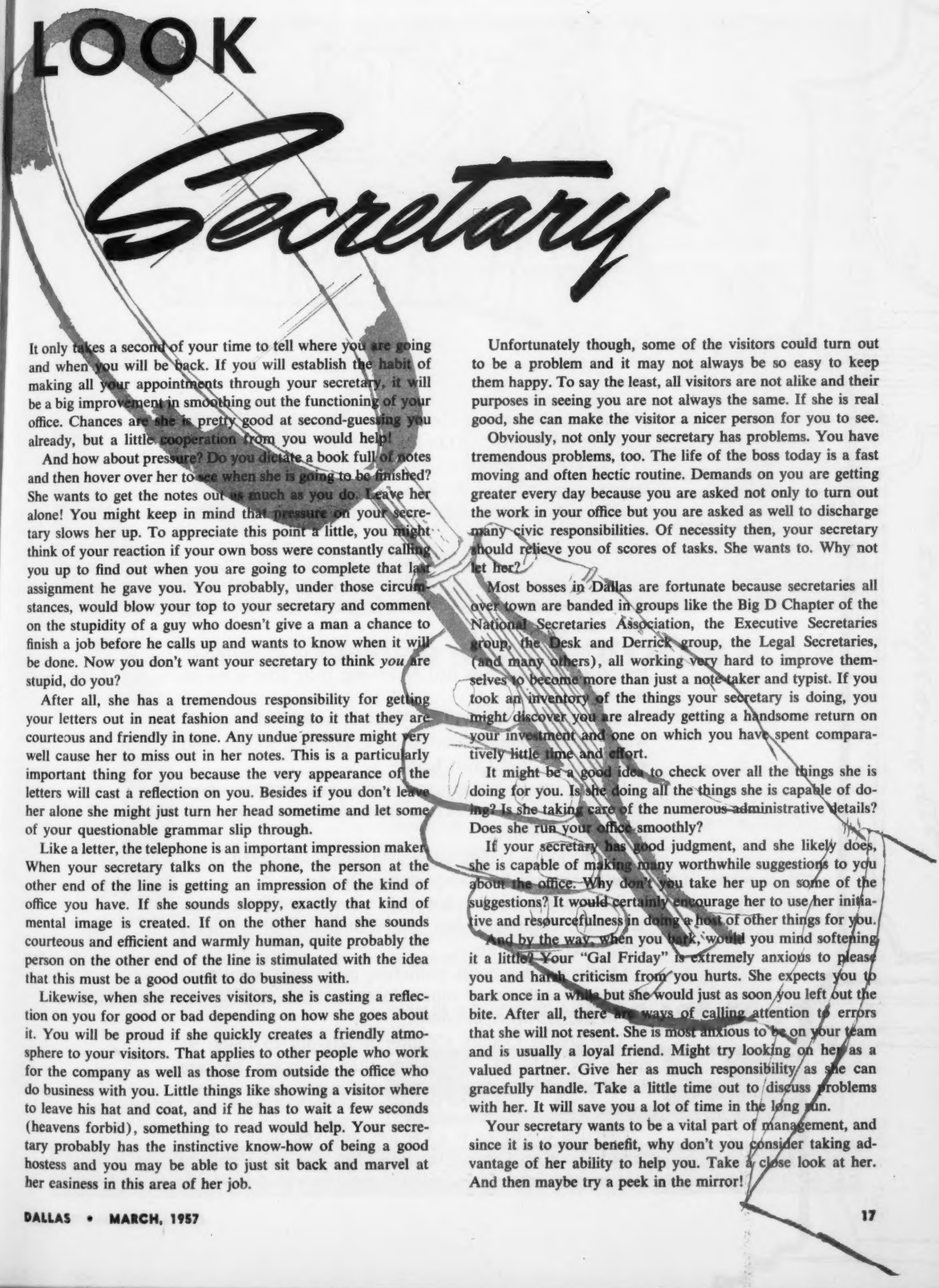
To get on this track, it would help enormously to have a complete understanding with your secretary as to what you expect her to do in carrying out the responsibilities of the work in your office. Hopping through her mind right and left, day in and day out, are such questions as, "I wonder if he would like me to do this. I know I could do it, but would he think I'd be taking over his duties?"

Maybe you have been dictating the same kind of letter over and over to her from time to time. Isn't it probable that from experience she knows exactly what you want to say and all you have to do is let her know you want the letter written?

Are you one of those old-fashioned kind of bosses who likes to open his own mail? Maybe you could help yourself by curbing your curiosity a little and letting your secretary open it for you. That would give her a chance to get together all the related documents which she probably would have to do anyway. In many cases, again because of her knowledge, she doubtless could fix up the answers to the incoming letter so that both the inquiry and the answer are neatly together upon your first contact with the matter.

In addition to this sort of thing, she needs to be kept informed. Do you, for example, ask your secretary to place a long distance call and take out down the hall where she can't reach you for the conversation once the connection is made? Do you make appointments and never tell her about them?

LOOK at Secretary



It only takes a second of your time to tell where you are going and when you will be back. If you will establish the habit of making all your appointments through your secretary, it will be a big improvement in smoothing out the functioning of your office. Chances are she is pretty good at second-guessing you already, but a little cooperation from you would help!

And how about pressure? Do you dictate a book full of notes and then hover over her to see when she is going to be finished? She wants to get the notes out as much as you do. Leave her alone! You might keep in mind that pressure on your secretary slows her up. To appreciate this point a little, you might think of your reaction if your own boss were constantly calling you up to find out when you are going to complete that last assignment he gave you. You probably, under those circumstances, would blow your top to your secretary and comment on the stupidity of a guy who doesn't give a man a chance to finish a job before he calls up and wants to know when it will be done. Now you don't want your secretary to think *you* are stupid, do you?

After all, she has a tremendous responsibility for getting your letters out in neat fashion and seeing to it that they are courteous and friendly in tone. Any undue pressure might very well cause her to miss out in her notes. This is a particularly important thing for you because the very appearance of the letters will cast a reflection on you. Besides if you don't leave her alone she might just turn her head sometime and let some of your questionable grammar slip through.

Like a letter, the telephone is an important impression maker. When your secretary talks on the phone, the person at the other end of the line is getting an impression of the kind of office you have. If she sounds sloppy, exactly that kind of mental image is created. If on the other hand she sounds courteous and efficient and warmly human, quite probably the person on the other end of the line is stimulated with the idea that this must be a good outfit to do business with.

Likewise, when she receives visitors, she is casting a reflection on you for good or bad depending on how she goes about it. You will be proud if she quickly creates a friendly atmosphere to your visitors. That applies to other people who work for the company as well as those from outside the office who do business with you. Little things like showing a visitor where to leave his hat and coat, and if he has to wait a few seconds (heavens forbid), something to read would help. Your secretary probably has the instinctive know-how of being a good hostess and you may be able to just sit back and marvel at her easiness in this area of her job.

Unfortunately though, some of the visitors could turn out to be a problem and it may not always be so easy to keep them happy. To say the least, all visitors are not alike and their purposes in seeing you are not always the same. If she is real good, she can make the visitor a nicer person for you to see.

Obviously, not only your secretary has problems. You have tremendous problems, too. The life of the boss today is a fast moving and often hectic routine. Demands on you are getting greater every day because you are asked not only to turn out the work in your office but you are asked as well to discharge many civic responsibilities. Of necessity then, your secretary should relieve you of scores of tasks. She wants to. Why not let her?

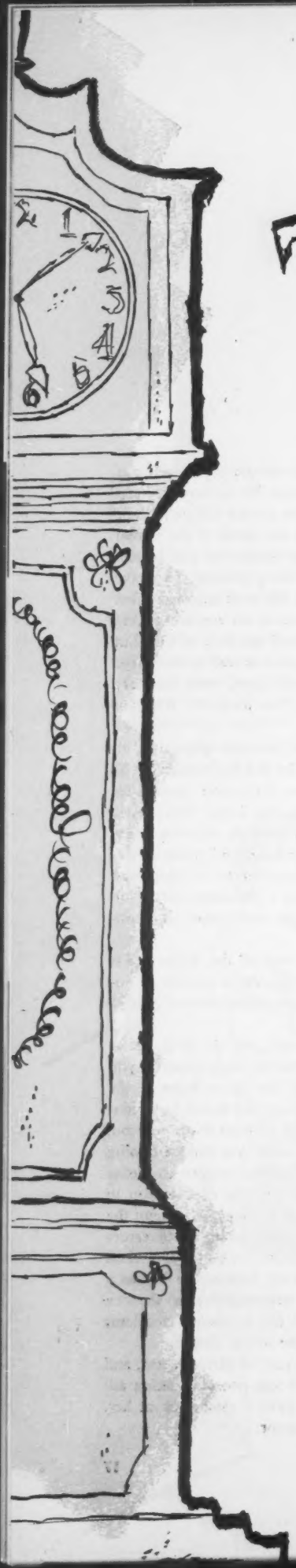
Most bosses in Dallas are fortunate because secretaries all over town are banded in groups like the Big D Chapter of the National Secretaries Association, the Executive Secretaries group, the Desk and Derrick group, the Legal Secretaries, (and many others), all working very hard to improve themselves to become more than just a note-taker and typist. If you took an inventory of the things your secretary is doing, you might discover you are already getting a handsome return on your investment and one on which you have spent comparatively little time and effort.

It might be a good idea to check over all the things she is doing for you. Is she doing all the things she is capable of doing? Is she taking care of the numerous administrative details? Does she run your office smoothly?

If your secretary has good judgment, and she likely does, she is capable of making many worthwhile suggestions to you about the office. Why don't you take her up on some of the suggestions? It would certainly encourage her to use her initiative and resourcefulness in doing a host of other things for you.

And by the way, when you bark, would you mind softening it a little? Your "Gal Friday" is extremely anxious to please you and harsh criticism from you hurts. She expects you to bark once in a while but she would just as soon you left out the bite. After all, there are ways of calling attention to errors that she will not resent. She is most anxious to be on your team and is usually a loyal friend. Might try looking on her as a valued partner. Give her as much responsibility as she can gracefully handle. Take a little time out to discuss problems with her. It will save you a lot of time in the long run.

Your secretary wants to be a vital part of management, and since it is to your benefit, why don't you consider taking advantage of her ability to help you. Take a close look at her. And then maybe try a peek in the mirror!



TAKE TIME

Take time to think about the slogan for the current Red Cross campaign: "On the job when it counts."

It would be difficult to more aptly sum up the world-wide responsibility of the Red Cross organization. It is in a very real sense the world's combat task force for disaster and tragedy.

"On the job when it counts!"

On the job in Hungary with food, clothing, and medical supplies for those gallant Magyars who dared defy the Communist octupus.

On the job in Austria where hundreds of thousands of terrorized Hungarians fled following their four days of freedom.

On the job in Kentucky, Virginia and West Virginia where over 10,000 flood-stricken families sought and were granted Red Cross help.

On the job in Washington, Idaho and Oregon where thousands more were driven from their homes by rampaging flood waters.

On the job in Dallas where 173 families received emergency assistance following one-family fires.

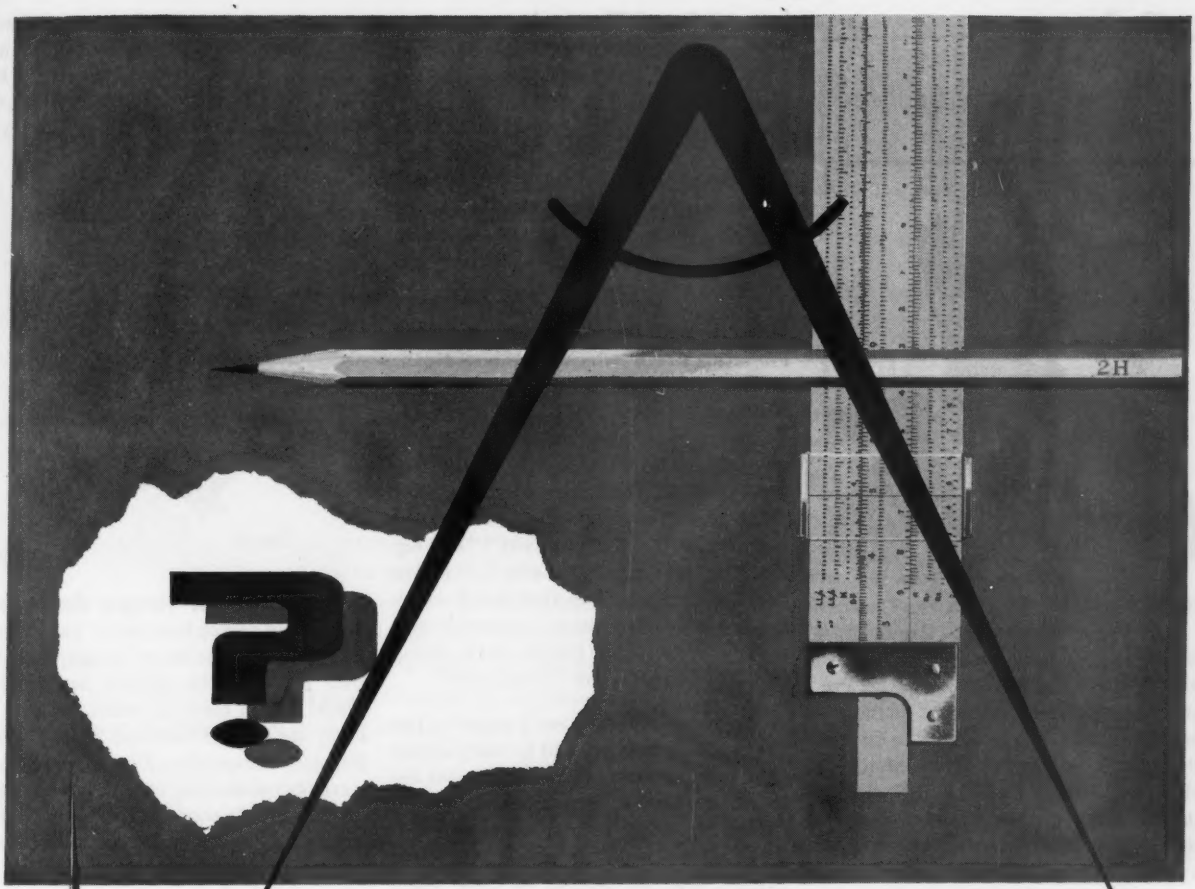
On the job in the hospitals providing leisure time activities, companionship, entertainment, refreshments and medical assistance.

On the job in schools, swimming pools, and on military bases, and a thousand other places.

On the job when it counts!

The Dallas County Chapter is striving to reach its quota of $582,333 . . . higher than expected because 1955 and 1956 were the worst disaster years in our history.

Meeting the quota is a big job, and you have a share in it. The Red Cross is counting on you. Will you be "On the job when it counts"?



THE INTANGIBLE DIMENSION



Many bank operations are measurable . . . reducible to a statement of condition.

But the intangible dimension of a bank is the size of its "heart." In other words, the depth of its understanding, the breadth of its policies, its capacity for performance.

This dimension is also intangible at Republic . . . but it is here, and it is *big*. That's why our measurable dimensions are big, too . . . because our constant question is

"WHAT CAN *WE* DO FOR *YOU*?"

REPUBLIC
National BANK of Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

CAPITAL AND SURPLUS $75,000,000 ★ LARGEST IN THE SOUTH

Dallas

What's Doin' in April



Barbershop!

Bumbabum bum bum . . . Excuse us if we are getting carried away but we just cain't hep it. The Society For The Preservation And Encouragement of Barbershop Quartet Singing In American Or Any Other Dern Place For That Matter is scheduling a show **April 13** at **State Fair Auditorium.** And we're so enthusiastic we're even going to pay for a ticket to see it. Now them as knows us knows that's a highwater mark for enthusiasm in these parts. But attending a confab of Barbershop experts is a pilgrimage for the soul that all should make before they die (and we haven't been feeling too well lately.) But to double your enjoyment, there's the knowledge that part of your fare goes to a local group of Dallasites who have lost their voices because of throat cancer. That's pretty dern nice and you'll get to hear The Kord Kings, The Mid-States Four, Tulsa's Gaynotes (the current Southwest champs) and many other outstanding quartets while doing a good turn.

Lots of Good Theatre!

Margo Jones **Theatre 57'** has a chiller thriller in **The Most Fashionable Crime.** The crime it seems is murder; the place, Park Avenue; the time, around 1900 and the star, a beautiful young woman who may or may not be the murderer. (No one tells us anything so you'll have to see for yourself.) **Sam Golding** and **Norbert Faulkner** who have done a lot of films, wrote the script. **April 2-21.**

● **Dallas Little Theatre** will present **"The Flowering Peach"** which is all about Noah, his shrewish wife, his sons who think he's nuts and, of course, the Ark. More important than the play, however, is the fact that this is the first effort in a long time from **Clifford Odets.** Back in the 30's Odets was Broadway's Big Man, knocking out hits like "Country Girl," "The Big Knife," "Waiting For Lefty," "Golden Boy." Then he went to Hollywood which is okay too. Only reason it makes us mad is they haven't even hinted about asking us. After all, we've got a soul to sell!

● **Cathedral Players** have a cutey in **The Wayward Saint.** The Saint is really a zany little Irish priest who accidentally gets the saintly reputation. The Devil decides to exploit the situation and sends an emissary, a mysterious Baron, to tempt the priest's soul. Of course, by now you'd think that the Devil would know enough to lay off the Irish who can sin well enough by themselves, but since he doesn't, we have one of the warmest comedies of the season. **April 25-27.**

● Janie Mansfield's Alma Mater, **Dallas Institute of Performing Arts,** is throwing a revue in the **Knox Street Theatre.** Skits, Acts and Patter. Incidentally, another alumnus of DIPA is working: landed a job in the new Karl Mauldin movie, **Time Limit.** Name, **Rip Torn.** Which brings up a campaign we'd like to launch; a "Names For Novices" campaign so that Dallas youngsters go into the theatre world with names that command attention, like Rip Torn! A few we think of are Betty Bazoom, Rock Enroll, Flash Light, Bill Fold, April Billing, May B. Sew. Now you think awhile.



Gipsy Baron at Temple Emanu-el

Und ein rouser it is, auch! You see, der ist ein Baron who ist to Hungary gekommen und wat ein schlunk he finds der place! Ist ein mess! It seems Hungary ist lousy mit Gypsys und dem lousers ist das Hungary ubergetaken. Dast ist, der Gypsys were ubergetakening Hungary until comes der Baron! He shows dem to fool around mit Hungary, eh! Aber to unubergetaken Hungary, der Baron hast to socken das uber-schlemeel named Zsupan and marryuppen mit en schlick-schicken named Saffi. Das he dows und all der time gesongen das Strauss gesongen mit plenty other gesingers. April 4 & 6.

Other April Events: In addition to those on cartoon below, **Interstate** will have **Invitation To The Dance, Funny Face, Heaven Knows Mr. Allison, Man In War** and **Coronet,** will have **Madam Butterfly** — all good shows. **Les Brown** will be at **Louanns, Jack Benny's Sportsmen** at the **Statler Hilton. Beaux Arts Trio** at **Scott Hall.**

tom crabtree



Southwestern Life REPORTS

PROGRESS in helping people prepare for the future. Southwestern's field representatives produced $226,104,960 of paid for new business, 27 per cent more than the 1955 total and a record achievement in agency force sales for the eighth consecutive year. Insurance in force on December 31, 1956, was $1,466,401,879, an increase during the year of $125,882,252.

PROGRESS in helping people fulfill life objectives. Policy benefits paid to policyowners and their dependents reached a record calendar-year total of $22,262,360, and raised to $241,616,948 the total policy benefits paid since the Company was organized in 1903. Again in 1956 Southwestern distributed more than 10 per cent of all life insurance benefits paid by all companies to policyowners and beneficiaries in its home state.

PROGRESS in helping to build a greater Southwest. Financing a great variety of individual, business and public undertakings, the $55,571,522 of new investments made by Southwestern Life during 1956 represents the useful employment of policyowner savings in the economic development of the growing Southwest.

PROGRESS in increasing the assets which guarantee the integrity of the company's contracts and the policyowner's investment. During 1956, total assets of the company listed in the accompanying statement of condition increased by $23,985,432 and exceeded all present obligations to policyowners and all other liabilities by $44,806,050.

SW SINCE 1903

JAMES RALPH WOOD, PRESIDENT · HOME OFFICE, DALLAS

54th ANNUAL STATEMENT OF CONDITION

as filed with the Insurance Departments of the states of Arkansas, Louisiana, New Mexico, Oklahoma and Texas.

DECEMBER 31, 1956

assets

United States Government Bonds	$ 43,964,331.11
County and Municipal Bonds	27,208,186.12
Public Utility and Corporate Bonds	36,460,515.42
First Mortgage Loans on Real Estate	189,541,282.23
Collateral Loans	7,058,872.26
Home Office Building	1,650,000.00
Preferred Stocks	8,858,813.00
Bank Stocks	7,192,673.00
Other Common Stocks	20,145,273.00
Cash	7,178,254.52
Loans Against Cash Values of Policies	27,947,122.47
Accrued Interest and Miscellaneous Assets	2,071,069.29
Net Premiums to Complete Policy Years	13,761,277.10

These are premiums either in process of collection or due to be paid during the current policy year. Proper offsetting liability is included in policy reserves shown in the statement.

TOTAL ASSETS	$393,037,669.52

liabilities

Policy Reserves	$329,295,077.58
Premiums and Interest Paid in Advance	3,836,313.59
Reserves for Taxes and Other Liabilities	4,171,191.70
Commissioners Mandatory Valuation Reserve	10,929,035.97
TOTAL LIABILITIES	$348,231,618.84
Surplus Funds for Protection of Policyowners Reserve for Contingencies:	
For Investment Valuation	12,253,731.44
For Interest and Mortality Fluctuation	5,052,319.24
Capital Stock	7,500,000.00
Surplus	20,000,000.00
Total Capital and Surplus Funds	44,806,050.68
TOTAL LIABILITIES AND SURPLUS FUNDS	$393,037,669.52

Stocks in this statement are valued at closing market prices on December 31, 1956, and bonds at amortized values as prescribed by the National Association of Insurance Commissioners in its valuation report adopted by the Insurance Departments of most states.

Southwestern Life Insurance Company

Dallas

NEWS SPOTLIGHT

Spring Fever

Each year with the passing of the Vernal Equinox a strange, all consuming disease begins to spread over Dallas suburbia.

The symptoms are bermuda shorts, shirring edgers, chugging power mowers and puffing businessmen.

They are usually accompanied by the breaking out of hose, hoes, spades and forks, and often are preceded by colorful seed catalogs.

The disease is called "lawnitis," and is definitely seasonal in nature . . . usually dying out completely during the winter months.

Actually lawnitis is another one of the many "do-it-yourself" arts. The art of lawnmanship. It might be defined as the art of joining forces with nature to insure an attractive setting for the home.

Another explanation, probably more true to fact, is that lawnmanship is a Springtime hobby for men trying to reduce their waist-lines expanded from inactivity and calorie loaded foods consumed during the Winter.

DALLAS went to County Agent A. S. Milikien and asked him to tell our readers a little bit about this art of lawnmanship as it should be practiced in Dallas.

Lawnmanship starts with good soil and Milikien claims that Texas soil in general and Dallas County in particular, is as "good as any for grass turf."

"Our soil is relatively smooth and good for grass growth," the agent says. "The only drawback would be that it is a little shallow."

Soil shallowness brought up the question of fertilizer, plant food or other organic materials which develop good root growth. Milikien says the use of fertilizer is the most necessary step in a complete lawn care program, which if followed carefully, can result in a satisfying and successful hobby.

To make certain what fertilizer or additive is needed for the soil, a soil analysis is suggested. This, though not a necessary step, will give you exactly what amendments are needed and costs only $1.

The following steps should be taken in making the soil test:

1. With an auger or soil sampling tube, bore six inches deep and pull up with the soil. Or with a spade, dig up a V-shaped hole about six inches deep and cut a thin slice from the side of the hole.



2. The sample, placed in a heavy paper bag or pint ice cream container, should be sent with a soil testing form and $1 to the Soil Testing Service at Texas A&M (Forms are available with the county agent).

3. The A&M service will determine whether there is a soil deficiency of one or more plant nutrients and advise the remedy.

Milikien claims that the proper fertilizing program should start in the fall. A mixture of three pounds per 100 square feet should be used.

During the Spring, the same amount should be applied. Then, around April 1, apply one pound of ammonium sulfate per 100 square feet. On May 1, duplicate the last step. That completes the year-round fertilizing program.

In planting lawn seed, it is suggested that a large lawn be divided into smaller sections. Divide the seeds for any given area into two equal parts — plant one in one direction — the other at right angles to the first.

Where grass plants are thin as in Texas, it is suggested that seed be scattered during the Spring. After seeding, the lawn seed should be covered by raking or sifting weed-free soil on it. This should be followed by a light rolling or tamping with a board to press soil around the seed and insure moisture.

In discussing proper watering, Milikien insists that lawns should never be watered until the grass shows a definite need.

"We haven't been getting much rain lately, I'll admit. "But that doesn't prevent one from having a green lawn."

The county agent said that when plants are wilting or curling from a lack of moisture, the lawn should be soaked to a depth of at least six inches.

"This deep watering," he continued, "encourages development of a deep root system and will help utilize the nutrients deep in the soil."

During dry periods, he says a good watering once a week or every 10 days is about right. (And this should put the lawn keeper within any city ordinance limitation on watering.)

Another step in good lawnmanship is proper mowing. Milikien's program calls for the lawn to be clipped to a height of from 1-2 inches but depends on the species of the lawn. "Creeping" types of grasses can withstand closer clippings than "bunch" types.

When crabgrass is a problem, the lawn should be cut high starting in late May and extending through June and most of July. The grass will then shade the sprouting crabgrass which needs hot sunlight.

"Improper mowing is responsible for the deterioration of many lawns . . . you don't have to cut it twice a week or even once a week . . . just when it needs a trim," Milikien says.

The best advice is to keep away from a prearranged schedule but mow more frequently in the Spring and Fall than in the Summer, he advises.

That is the entire program. Whether





you call it lawnmanship, a reducing exercise, gardening or just a plain outside hobby, it should get results.

And who isn't proud of a green, healthy lawn?

*

Peek at the Tropics Garden Show Visitors

"Tropicana" was the theme of the 1957 Flower Show in Dallas, which featured elaborate model gardens and a wide array of colorful flowers and plants.

Rain falling on a tin roof and a waterfall splashing into a pool surrounded by growing orchids and tropical foliage greeted visitors to the $100,000 show, which occupied 76,000 square feet of space in the Electric and Women's Buildings at State Fair Park.

The entire entrance area was filled with growing orchids, ginger, antherium and calenco. A wishing well in the center of the rotunda was set in a tropical palm hut.

The big columns down the mall in the Electric Building, painted lemon yellow, were covered with tropical foliage and vines. A new feature of the Flower Show was an area 40 by 60 feet designed as a terrace garden with a small pool. It served as a setting for the patio tables class.

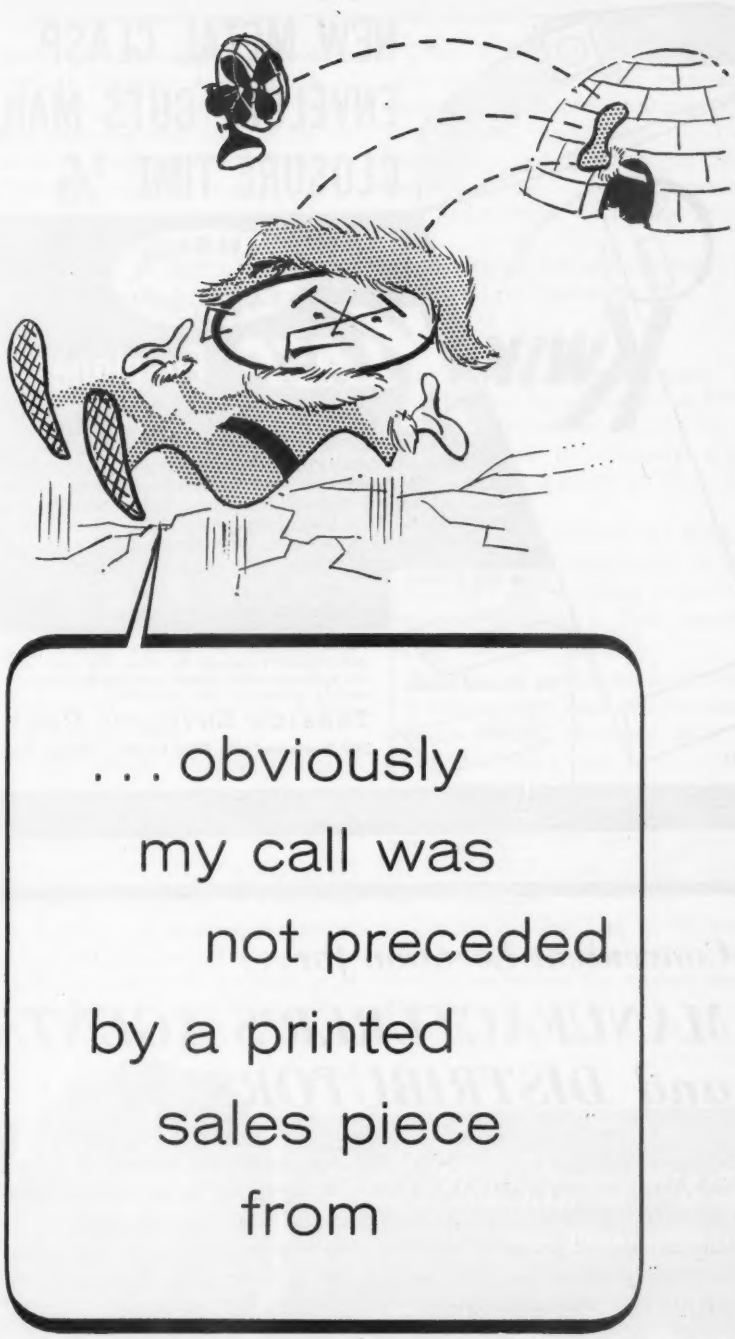
A Palm Tea Garden in a Hawaiian motif featured bamboo walls and light from hanging lanterns.

Members of the Dallas chapter of the American Institute of Decorators put in a semi-outdoor model room in gold, white and yellow, with a garden directly related to the room. Shaped like a kite, the room had two sides of sliding glass walls, one opening into the garden. Antique dealers and decorators designed other model rooms.

A new feature of the 1957 Flower Show was an area designed especially for children. "The Enchanted Path" in the Women's Building was scaled to a child's size. At each turn along the path were whimsical figures from a fairy tale or child's story, each in a garden setting.

The Flower Show is staged each year by Dallas women who are supporters of the Dallas arden Center, with cooperation of the State Fair of Texas. Mrs. Clarence Miller is general chairman of the 1957 show.

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News Spotlight

Texas Instruments Signs ESCO As Distributor

Texas Instruments Incorporated, the nation's largest commercial transistor manufacturer, launched its semiconductor distributor program today with the signing of a subsidiary, Engineering Supply Company, as its first distributor for semiconductor products. TI Vice-President Mark Shepherd, Jr., stated that this new program will be extended in 1957 until all leading electronic markets are covered by TI semiconductor distributors.

Texas Instruments previously marketed all its line of semiconductor products through TI Sales Engineers. These engineers will continue to service quantity orders from original equipment manufacturers, plus distributors' requirements. Distributors will make immediate delivery to TI Semiconductor products in off-the-shelf quantities to the electronic industry.

ESCO, headed by President G. W. Levering, Jr., has offices and warehouses in Dallas and Tulsa and distributes electronic, industrial, and geophysical supplies throughout the Southwest. Its expanded electronics line now includes Texas Instruments' germanium and silicon transistors and silicon rectifiers and diodes.

*

Dallas Arboretum Suggested. Speaking at a meeting of the Dallas Garden Club, Dr. Richard Alden Howard, director of Harvard University's Arnold Arboretum, and professor of botany and of dendrology, was of the opinion that even a one-acre arboreteum would be of inestimable value to the city.

Dr. Howard said that by setting aside one acre in the Dallas Garden Center, garden club members could get a good start toward ornamental plants that would beautify Dallas. All that would be necessary would be to accept the plants brought in by explorers, put them in the ground and report on their progress every year.

Dr. Howard pointed out that Texas has no arboretum at the present time.

*

State Fair Staff Members Named to National Posts. Joseph B. Rucker, Jr., manager of the sales and special events departments of the State Fair of Texas, was one of six directors elected at the national convention in Cincinnati of the National Association of Exhibit Managers.

Arthur K. Hale, secretary of the fair and manager of the concessions, Midway and Cotton Bowl departments, was elected a director of the National Association of Amusement Parks, Pools and Beaches.

Activities Center Planned for Aged. Workers have begun renovating a two-story building on the grounds of St. Matthews Episcopal Cathedral which the Cathedral has leased to the E. D. Farmer Foundation as an activities center for Dallas aged.

Opening of "Hospitality House," as the center will be known, is expected some time in February.

A variety of educational and recreational activities for the city's senior citizens will be available. Miss Eunice Arendsee, who joined the staff of the Foundation last April, is planning a three-sided program to include activities at the center, community-wide services, and counseling services for older people.

The Reverend C. Avery Mason is trustee of the Farmer Foundation.

*

Real Estate Sales High. The Multiple Listing Service of the Dallas Real Estate Board opened its fifth consecutive year of service to Dallas home buyers and sellers by recording $1,155,860 in total sales.

Last month's total marked the second time in the history of Dallas Real Estate Board's MLS operations that sales of homes through the cooperative service exceeded $1,000,000 in February.

More than 4,100 homes have been sold through the services of the 400 realtors and salespeople composing the Multiple Listing Service in the past 49 months. Cumulative total of the sales prices of the homes sold through the Real Estate Board's MLS in that period now is $60,391,620.

*

Dallas Transit Adds Sightseeing Service. "Scenarama Tours" is the name given by Dallas Transit Company to a new sightseeing service the firm has started in response to a wide demand from visitors and because of a rapid growth in the city's population and its popularity as a convention center.

Scenarama Tours begin every day at two p.m. from the Baker Hotel. Passengers can board the sight-seeing bus at seven other leading downtown hotels before the two-hour, 30-mile trip along some of the city's major scenic routes gets under way.

The transit firm is using its deluxe motor coaches for the tour. Air-conditioned buses will be used during the summer. Specially selected and trained operators tell visitors about points of interest along the route. Cost of the trip is $2.50 per person.

Athletic Club Documents Given to Historical Society. A collection of papers tracing the history of the Dallas Athletic Club has been added to the archives of the Dallas Historical Society at the Hall of State in Fair Park.

Former Postmaster J. Howard Payne, a founder of the club and one of its directors from 1919 to 1927, presented the documents to the society. Included in the collection are letters, bills, financial records, newspaper clippings, and copies of the club's newspaper dating back to 1921.

The documents originally were collected by Tom L. Monogan, one of the twelve founders of the club.

*

Emergency Corps Installs Radio Net. Dallas Emergency Corps recently made its initial broadcast over newly-approved station KKR. It drew immediate response. Corps members, spotted across town in their two-way radio-equipped private automobiles, acknowledged. Reception was loud and clear.

The $550 central broadcasting equipment, donated by a member's company, is located at corps headquarters, 914 North Central Expressway.

"Headquarters" consists of one corner in the dental laboratory of Corpsman Eddie Rodila, who donated the space. Corpsmen set the station's 20-foot antenna atop a 60-foot pole, with co-operation of the Dallas Power & Light Company.

Chief of the Corps is G. W. Boone, artist by profession. Other members include J. Colon Bishop, a machinist; Herbert Otis, Jr., vice-president of an engineering firm and the corps' communications officer; and Tom Fries, an insurance man and assistant communication's officer.

A dispatcher will man the station from seven a.m. until midnight daily.

*

Day Nursery Planned. Avery Mays Company has been awarded at $70,500 contract for construction of the new Amelia Huvelle Day Nursery, a Community Chest agency at 2017 South Ervay.

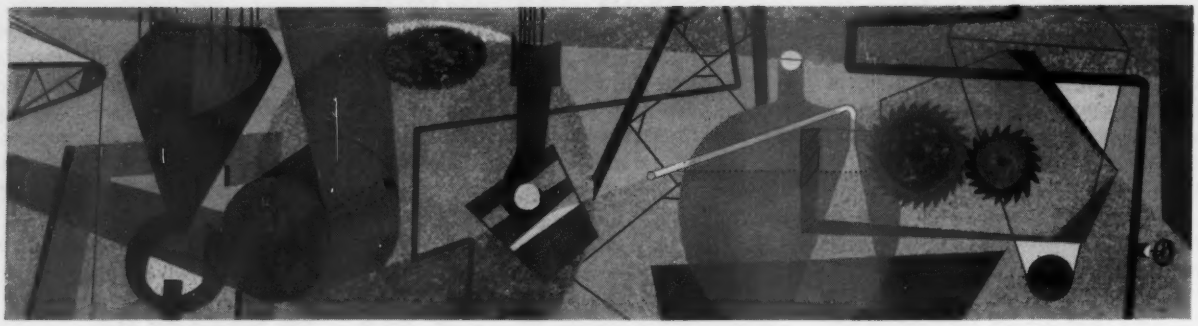
Grants of $25,000 from the Hoblitzelle Foundation and $10,000 from the Dallas Foundation will be applied to the cost of the nursery. George L. Dahl contributed his services as architect.

Facilities to accommodate 60 children will include three large activity rooms, a laundry, kitchen, clinic and office, with a central heating system.

The contract also calls for enlarging and refinishing an existing building on the property which will provide offices for the central staff of the Dallas Day Nursery Association.

The late Mr. and Mrs. C. H. Huvelle, prominent civic leaders, gave their home in 1930 to become the original Huvelle Day Nursery.





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TOP FLIGHT Visitors

Echoing the maxim against divided houses, Britain's ambassador, SIR HAROLD CACCIA, deplored recent Anglo-American rippets and said that if general war breaks out, the British-American alliance has failed.

Ambassador Caccia, in Dallas to address the Dallas Council on World Affairs, said that the November split over the Suez had at least one significant sidelight. Referring to last fall's sudden, surprising and unsolicited offer from the Soviet Union to "bombard London with rockets," Caccia said:

"As Anglo-American unity deters, so Anglo-American disunity encourages Soviet adventures in aggression."

*

Citing the National Association of Real Estate Boards, its president KENNETH S. KEYES, told Dallas realtors that through the direct efforts of the organization, there are now 148 colleges and universities which have courses in real estate as a major. Thirty years ago there were no such organized study courses. Keyes, who heads one of the largest realty firms in the country, flew here from Miami to address the Dallas Real Estate Board at its annual meeting.

Covering a wide range in matters — real estate, Keyes reviewed for members of the Dallas Board NAREB'S recommendations to Congress on increasing GI loan interest rates to bring them in line with the present FHA rates of 5 percent. NAREB is also recommending liberalization of the FHA program for civilians and a flexible rate for government-insured and guaranteed loans.



KENNETH S. KEYES
Realtor's Realtor

*

Business and industrial leaders in Dallas talked to OTTO M. SPITZ, Austrian trade delegate, this month with an eye toward setting up some special swaps between Austria and the Southwest.



OTTO M. SPITZ
"Money and Ideas"

Spitz, quick to credit the U. S. as a source for "money and ideas" for Austria, told local men that his country is still searching for American investors.

Specialty exports from Austria which might interest Dallas buyers, said Spitz, are Austrian handcrafts, sports articles and fashions.

Swap items already on Austrian shopping lists are U. S. grains, lard, coal, plant machinery and automobiles.

*

J. M. ROCHE, new general manager of Cadillac Motor Car Division and vice-president of General Motors, scorned talk that car deliveries (at any rate, Cadillac deliveries) are down across the country. During a Dallas Sales meeting. Roche told regional dealers that the first deliveries on the super El Dorado Brougham will be out within two months.



VAL PETERSON
States-righter, but . . .

VAL PETERSON, national administrator for the Federal Civil Defense administration, presented a strong five point argument against giving states and cities too much responsibility for their own civil defense programs in a recent Dallas address.

Scoring the just because approach to states-righting, Peterson told Southwest Power Pool people here that "in the area of civil defense the federal government has primary responsibility."

Keystone to Peterson's objections to present laws covering civil defense: a feeling that, in spite of praise-worthy accomplishments on the part of the state and local civil defense organizations, the lack of central control over them has "weakened the nation's total defense effort."

Peterson's recommendations are now being reviewed by President Eisenhower.

*

A sobering peek at even newer methods of warfare for the future was given by MAJOR GENERAL JOHN B. MEDARIS during a Dallas visit.

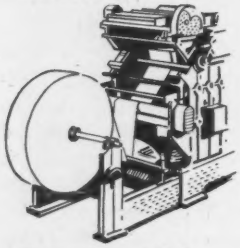
The Army's chief missile man told Ordnance Association members here that the first nation to develop an intercontinental missile can—and if it wants—will have the rest of the world at its mercy. Dismal side to the missile race remains the fact that there is no known defense against the long-range missile—not, so far.

Guarding his remarks for obvious secrecy reasons, General Medaris admitted that the U. S. is working on a counter-missile program as the best defense against sudden push-button obliteration of the country.

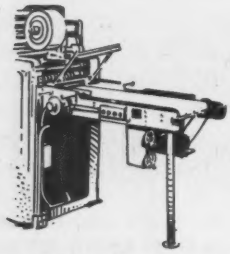


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Dallas EMPLOYMENT

The Over-Forty Problem

The job at the planing mill on the outskirts of Dallas had been adequate—even better than average — for three years.

This particular worker was 43, and let's call him Joe Johnson. And, as happens sometimes in businesses regardless of size, management thought it wise to trim expenses. Joe and a few other employes got pink slips and quickly joined the ranks of what economists often call "the labor market."

It's this sort of situation that prompted a survey to see just what problems Joe Johnson and others in his age bracket face when they, for one reason or another, find themselves unemployed in the Dallas area.

Fortunately, the future is not all dark, since Joe is a skilled laborer. If Joe's health is good, he stands a good chance of getting a job at another planing mill. And if not there, he may have to change his occupation and take a cut in pay, but he can get work at probably one of a dozen major industries that have set up in the Dallas area since World War II.

It's when people like Joe Johnson are holding office jobs—the so-called "white collar" workers—that the labor picture in Dallas becomes hazy.

"A terribly serious situation," one employment agency owner said. Another said he had 15 names in his files—all office workers more than 40 years old—who had been unable to find similar work in Dallas in six months.

A serious trend (but one which could not be confirmed) was the report by one agency saying that only three employment agencies in Dallas would take applications of "white collar" workers over 40.

This same agency reported numerous job seekers had been in its files more than a year, and even though this agency had diligently sought work for these over-40 individuals, none was to be found.

"People come to us often and plead that we find jobs for this or that refugee and his family," said the owner of one agency. "Why, we can't even find jobs for our own, qualified people."

These out-of-work situations often develop among the executive type who have

Progress

OUR NATION often is referred to as a land of plenty, which it is.

But it was not always a land of plenty. For many years, it was a rugged wilderness with all of its vast resources lying dormant in the good earth.

Our nation became a land of plenty because it was a land where people were free to dream and envision, free to explore and create.

The people of this country never have been willing to let well enough alone. They have believed that we should not be content with things as they are . . . not if creative and constructive ideas could produce improvements.

That is one of the basic reasons why we live today in a land of prosperity and plenty . . . in a land where more people enjoy more of the good things of life than anywhere else on earth.

A willingness to let well enough alone has enslaved the lives of millions of people in Asia and Africa, and in many other parts of the world. These people live today just as their forefathers did centuries ago . . . primitive and poverty-stricken . . . despite the rich resources of their land.

Such is the fate of people who persist in believing that you should let well enough alone.

This comfortable belief, if persisted in, stifles the progress of any business. The people of this country never have subscribed to it. They have insisted upon creating new and better ways of working and living.

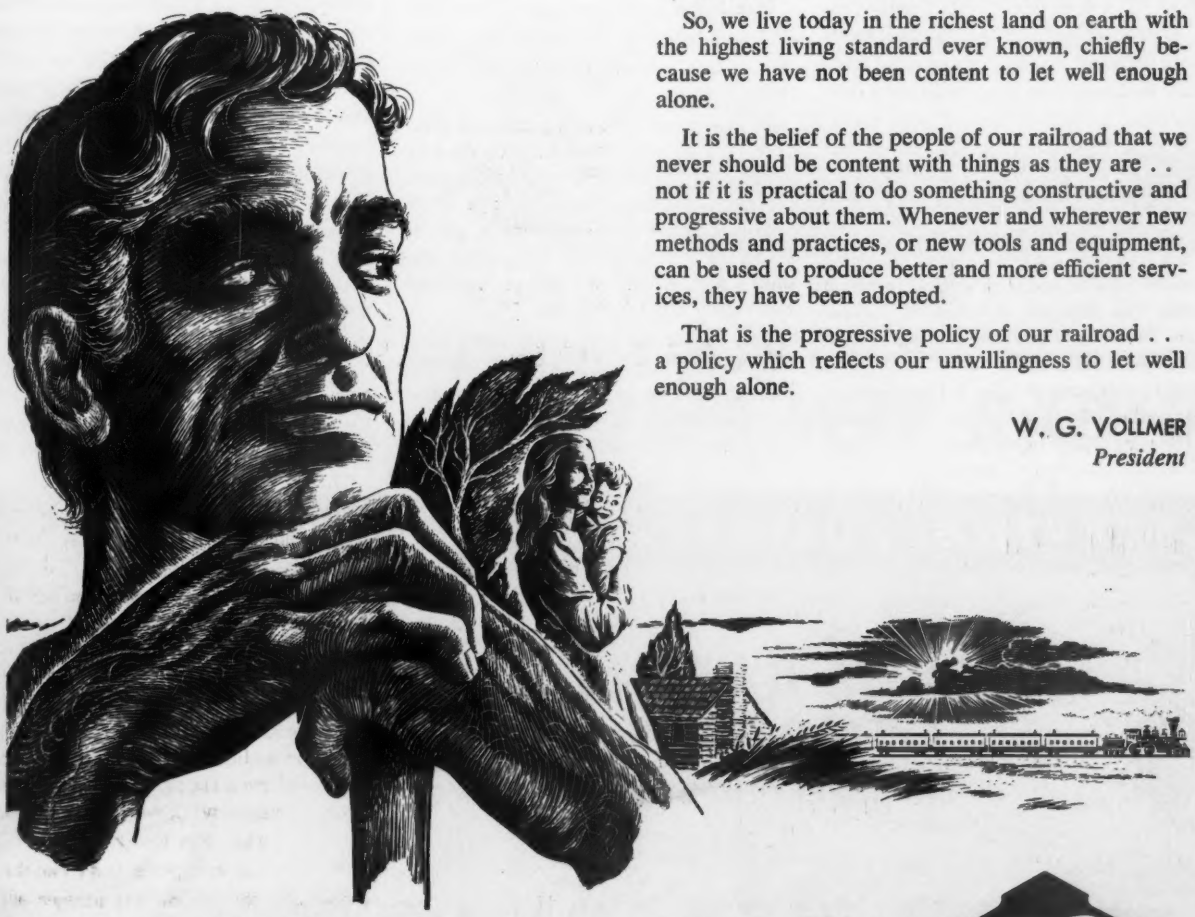
They have persisted, also, in creating new methods and practices . . . new tools and machines.

So, we live today in the richest land on earth with the highest living standard ever known, chiefly because we have not been content to let well enough alone.

It is the belief of the people of our railroad that we never should be content with things as they are . . not if it is practical to do something constructive and progressive about them. Whenever and wherever new methods and practices, or new tools and equipment, can be used to produce better and more efficient services, they have been adopted.

That is the progressive policy of our railroad . . a policy which reflects our unwillingness to let well enough alone.

W. G. VOLLMER
President



TEXAS AND PACIFIC RAILWAY GO T&P

been accustomed to drawing an executive type salary, the agency reported.

For example, a 48-year-old man with 24 years experience in executive sales work has been out of work one year. His last salary was close to $1,000 a month. He knows appliances, sales management, promotion, and is in excellent health.

"This man's wife had to go to work, and that's what has kept them going," the employment agency said.

Case histories show that little value is apparently placed on know-how acquired in an office. There seems to be a build-up of office personnel, and then a decision to trim back that personnel.

But major employers in the Dallas area, right down the line, insist that any set "policy" along that line would be ridiculous, even for a small firm. At least two firms pointed out that any sound business, regardless of its nature, will not bind itself by any policy that alienates employes.

"There are, of course, special cases where dismissal becomes necessary. I have found that each case bears individual consideration, and never have I seen a cutback in personnel just for the sake of balancing the budget," said a man who has been a personnel director 13 years. "I don't believe it ever happens."

But let's view the other side of the labor picture—skilled and semi-skilled, in which Dallas has enjoyed a balanced market since 1945. Figures from the Texas Employment Commission show unemployment in this area at only 2.3 per cent of the number of eligible workers, compared to the state figure of between 5 and 6 per cent and a national level that goes all the way up to 7 per cent.

Before World War II, a Dallasite over 40 who found himself out of a job could figure on months of worry, dipping into hard-earned savings, and possibly even seeing his wife and youngsters just a little hungry after each meal.

That situation has changed sharply, according to F. E. James, district director for the Texas Employment Commission in a nine-county area that includes Dallas County.

There are several reasons for the change. One is that the industrial population of this area has jumped 200 to 300 per cent in the last decade. Another is that big industry has, in many cases, relaxed age limitations for employes. It follows, too, that with the rapid expansion of industry demands for labor exceed the natural output.

One big aircraft firm emphasizes only skill and health in hiring new employes. Age is not a factor unless health is affected, too.

At this same firm, the personnel manager pointed out that a man of 40 conceivably would work 28 years before being retired. Generally, retirement age is 65, but in special cases employment can be made on a year-to-year basis after that until a man reaches 68, and in "very special" cases until he reaches 70.

Mr. James has found that some older men have a hard time getting jobs—or more specifically getting a job they want—because through the years they have keyed their living to a certain level.

For example, maybe a man of 45 has been working 25 years—not as a professional man or skilled laborer, but semi-skilled. He possibly made $100 a week for the last five years, but that job is finished. Now, to get work he must compete on an "entry level" in some other field.

And to enter another field means a cut in salary, even though his standard of living is geared to what he has been making. He waits and waits, trying to find the job that will bring him $100 a week again.

In the past ten years, an oddity in employment trends has developed. It hinges mainly on the nation-wide program urging employers to hire the physically handicapped.

But back on the 40-plus man. Why should the age of 35 be so significant in the business world today?

"For one thing, it's easy for an employer to say he wants a man under 35," Mr. James said. "It's sort of an automatic phrase, and one that, unfortunately, has caught on."

Another key phrase Mr. James hears from employers is one almost without meaning—"I want a young person, capable of advancing."

Still, if an employer could see this "young person" lined up with three or four 40-plus men who are trained and settled, he probably would take the older men eight times out of ten, Mr. James pointed out.

The owner of one Dallas employment agency reported that some employers insist on "mature men with sound judgment," and that the job situation for 40-

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plus men has greatly improved since 1945.

A major auto assembly plant views age as no particular limitation. On the assembly line, where wits and reflexes must be razor sharp, the firm subsequently hires men 45 years of age. In the stock rooms, where the job is slower and less demanding, men of 50 are often hired.

Employment agency files are histories in themselves of why Joe Johnson and other "between jobs" men can get jobs in the Dallas area, even if they are 45 or even 55.

Take the case of the 47-year-old arc welder, a life-long resident of Dallas. He was placed the same day he registered as being unemployed. And although this World War II veteran has had several jobs in six months, he is gainfully employed at present and as an arc welder.

There was the truck driver who, at 57, had lost his job and was pretty despondent about it all.

"What can a man my age do?" he asked counsellors at the employment agency. They told him he could do the same thing he had been doing, if his health was good.

His health was good for his age, he held a commercial operator's license, and on November 14, 1956 — the same day he sought work—he got a job that paid $45 a week.

It may sound difficult for a man approaching middle age to change occupations, but case after case in the TEC files show it has been successfully done. For example, one 48-year-old Dallasite was forced by a heart attack to leave his occupation of a hydraulic specialty man. The agency promptly placed him as a tool crib attendant almost two months ago, and he is safely and gainfully employed.

The conclusion can only be that there is work in Dallas for most age groups in skilled and semi-skilled classifications. Varied industry and manufacturing firms have practically assured the city of a labor situation in which demand may not only balance supply, but conceivably will exceed it in years to come.

Office workers face more of a problem, and it is conceivable that they will have to change professions and take a good-sized drop in salary to get back into the ranks of the steadily employed.

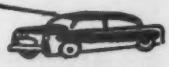
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PRESS, RADIO and TV

Judy Bonner, Times Herald Recognized For Polio Work

Following a surprise luncheon in Dallas, Texas, Mrs. Judy Bonner and the Dallas Times Herald were presented the Preferred Life Health Award.

Largent Parks, President and Chairman of the Board of Preferred Life Insurance Company presented a plaque to Mrs. Bonner following congratulatory speeches by representatives of the National Foundation for Infantile Paralysis.

The Health Award was presented to Mrs. Bonner and the Dallas Times Herald in recognition of the outstanding job they had done toward promoting the setting-up of mass inoculation centers where the people of Dallas County were given Salk Anti-Polio Inoculations.

Mrs. Bonner, medical writer for the Times Herald, started a crusade to "OK Salk — KO Polio" early in February. At that time only 75,000 Dallasites had taken the injections. Within less than six weeks, nearly one-half million people in Dallas County had started the inoculation series. The "Bonner Crusade" spread across Texas and the nation. Many cities are now establishing mass inoculation programs after having contacted Mrs. Bonner.

★

Rosenfield Honored as Film Critic. John Rosenfield, veteran amusements editor of THE DALLAS MORNING NEWS, has been given the Critics Award by the Screen Directors Guild.

The presentation was made at the Guild's Annual Awards Dinner, and was for outstanding motion picture critical writing during 1956.

George Sidney, Guild president, made the presentation. The award is in the form of a director's chair atop a pedestal.

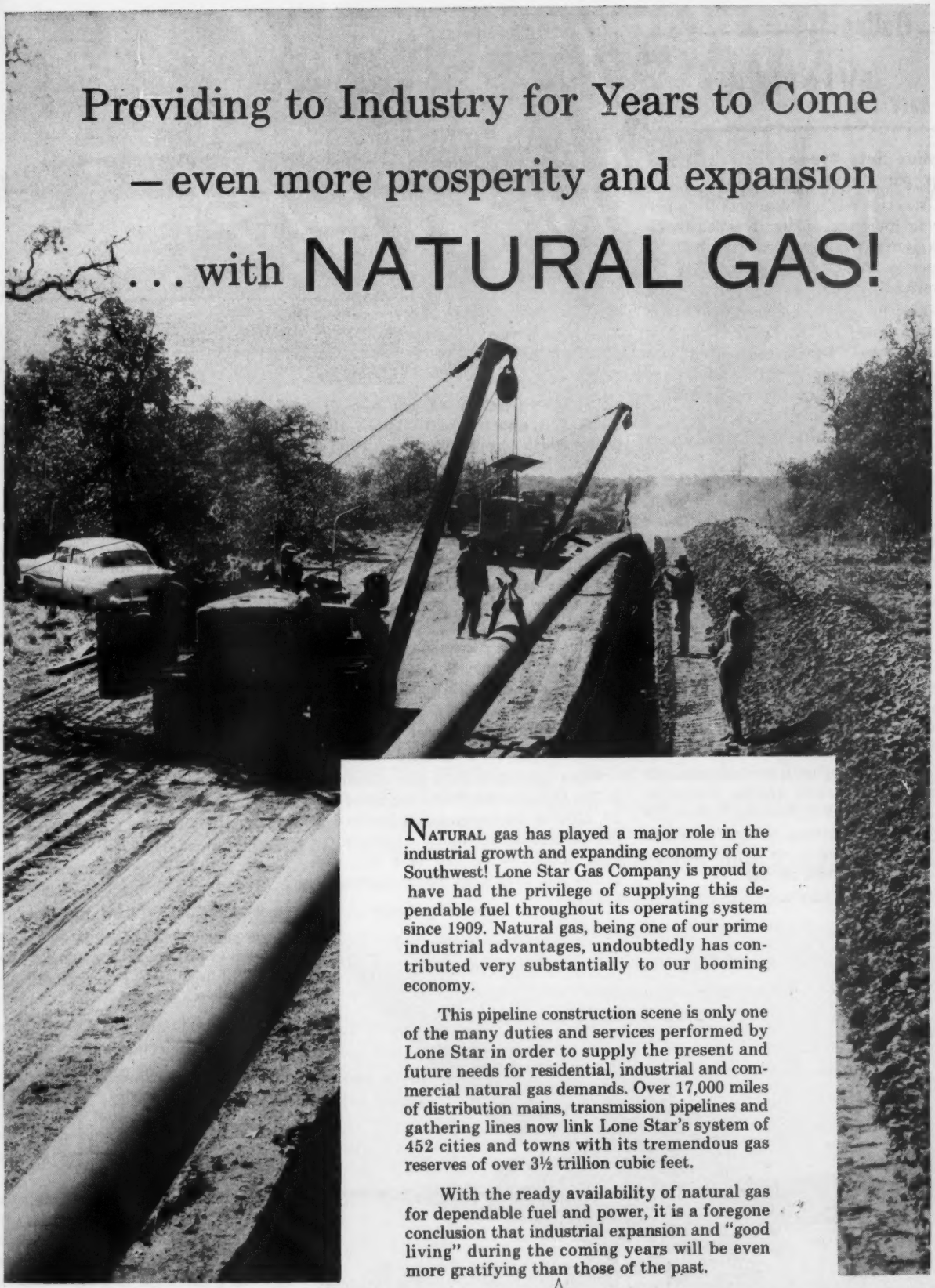
Mr. Rosenfield is the fourth critic to receive the annual award.

★

Helen Bullock Honored for Medical Reporting. Miss Helen Bullock, medical writer for THE DALLAS NEWS, has been given first honorable mention for the Anson-Jones Award established this year by the Texas Medical Association.

Miss Bullock was recognized for the runner-up spot on the basis of her "outstanding and accurate reporting as well as versatility in many areas of medical practice and study, including cancer, health, surgery, muscle research, leukemia and others."

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AVIATION

Dallas Sets Stage For Air Route Proceeding

The stage was set this month for a major air route proceeding, to which Dallas has given its name, and from which Dallas hopes to attain a new milestone in the community's transportation development.

Officially described by the Civil Aeronautics Board as The Dallas-to-the-West Case, the basic issue in the proceeding is whether the public interest requires competitive air services in the Dallas-California market.

The City of Dallas and Dallas Chamber of Commerce, in January, 1956, filed a petition for new and improved services between Dallas and a number of other points west of Dallas. The CAB made the Dallas petition "the lead docket" for the proceeding, and consolidated with its applications of American, Braniff, California Eastern, Continental, Delta, Eastern, National Trans-American, and Western Airlines.

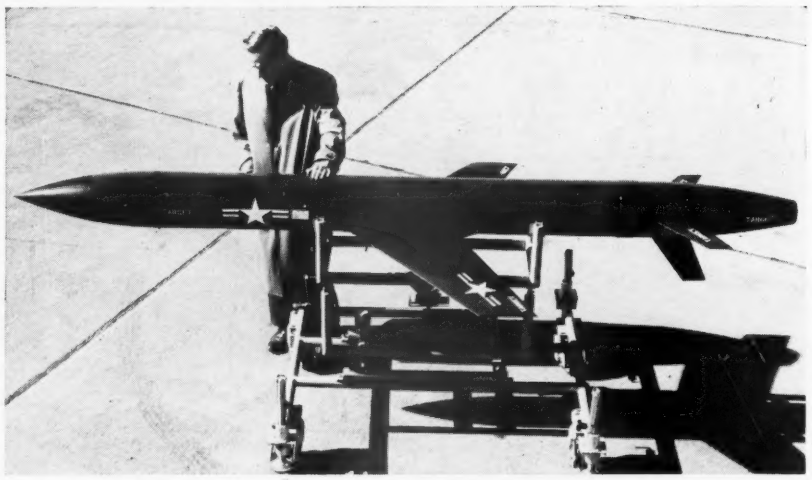
Dallas asserted that the available traffic justifies effectively competitive air services between Dallas, on the one hand, and Los Angeles, San Francisco, Amarillo, Midland-Odessa, Lubbock and El Paso, on the other hand.

American Airlines now holds monopolies in the Dallas-Los Angeles, Dallas-San Francisco, Dallas-El Paso and Dallas-Midland/Odessa markets. Braniff Airways holds monopolies in the Dallas-Amarillo and Dallas-Lubbock markets.

Dallas asked that single-carrier trunkline-type service be authorized between Dallas on the one hand, and Las Vegas, Nevada, Albuquerque, Santa Fe, Abilene and San Angelo, on the other hand. Trunkline service typically permits non-stop schedules. Service between Dallas and San Angelo, Abilene, Albuquerque and Santa Fe is presently subject to feeder airline route restrictions, with mandatory intermediate stops.

There is no single-carrier service now authorized between Dallas and Las Vegas.

When Exhibits-in-chief were exchanged in The Dallas-to-the-West Case on March 25, eight of the communities involved in the proceeding submitted a volume of joint exhibits — the first time that such action has ever been taken before the CAB.



NEW NAVY TARGET — Temco Aircraft Corporation's rocket-powered target drone, the XKDT-1, about 12 feet long and 10 inches in diameter, is a low-cost, expendable device which can be launched from a carrier-based plane, then used as a practice target. It has a top speed slightly below the speed of sound at 50,000 feet. Looking at the missiles target is Ken Jacobs, Temco engineer.

Sponsors of the joint exhibits were Albuquerque, Amarillo, Dallas, El Paso, Las Vegas, Lubbock, Midland/Odessa and Phoenix. Each of the sponsoring cities designated the joint exhibits as Volume I of that city's exhibits-in-chief. Each community developed individual exhibits — tailored to its own particular position in the proceeding — which were submitted in a Volume II.

Rebuttal exhibits will be due April 26, and the Examiner's hearing is expected to begin the middle of May. The hearing is expected to require six weeks or longer. After the hearing, the Examiner will render his initial decision, after which all parties will have the right to file exceptions. The case will finally reach the 5-man Civil Aeronautics Board for oral arguments sometime in 1958. New services authorized in this proceeding can not be expected to begin before the second half of 1958.

The Dallas-to-the West Case which the CAB has been conducting is one of a series of reviews of trunkline service in major sections of the United States. It has been preceded by the New York-Chicago Case, the Denver Service Case, the Additional Southwest-Northeast Service Case, and others.

Dallas made history in the Southwest-Northeast Case in September 1954, when 25 leading business men in Dallas chartered an airliner, at their own expense, and flew to Washington to testify regarding the need for competitive air service in the Dallas-Washington-New York market. The Board's decision, handed down more

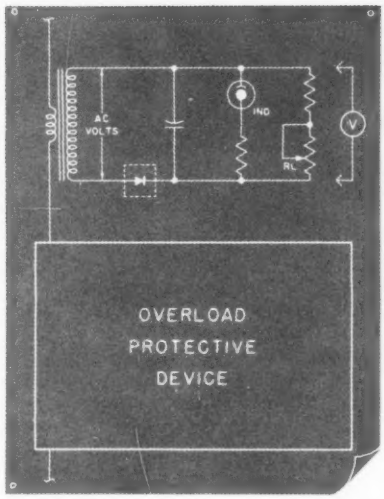


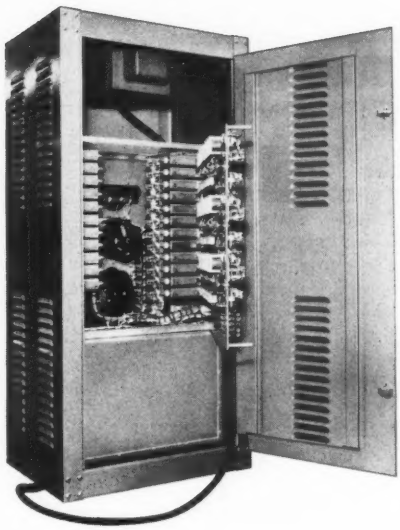
THE POTENT U. S. Air Force Martin B-57 Canberra jet bomber, modified by Temco Aircraft Corporation, Dallas, for testing of the Bomarc missile guidance systems.

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than a year later, gave Dallas everything it has asked for: unrestricted competitive service with Washington and New York; and single-carrier trunkline service with Chattanooga and Pittsburgh.

*

Temco Awarded Navy Contract. The Bureau of Aeronautics of the U. S. Navy has awarded a contract for approximately sixteen million dollars to Temco Aircraft Corporation, Dallas, for design and development of a new guided missile weapons system.

The new contract marks the third prime contract to be awarded Temco by the Navy in a period of less than seven months. The other two covered the TT-1 — first primary jet trainer to be purchased by a U.S. military service — and the XKDT-1, rocket powered target drone.

As a result of these contracts, Temco expects to increase its engineering force by more than 50 per cent within the next year.

*

Bell to Produce Helicopter Trainer. Bell Helicopter Corporation Fort Worth, has announced plans to develop and produce a new Navy helicopter trainer to be identified as the Bell HTL-7.

The HTL-7 will be the first Navy trainer designed specifically as an integrated trainer, which means the new helicopter will serve for both basic and instrument flight training.

The Navy order calls for the delivery of eighteen HTL-7 helicopters starting in December, 1957 and ending in September, 1958.



HENSLEY FIELD'S place as the nation's Air Force Reserve training center was assured with the acceptance of the first Sabrejet by, left to right, B. G. Jerry W. Davidson, Maj. Bruce Baize and Lt. Col. Joe W. Earll, Jr.

Hensley Starts Jet Training. With the start of familiarization classes, Dallas and Hensley Field became the nation's training center for an Air Force Reserve program which will mark a change-over from the obsolete F-80 Jet (Shooting Star) to the F-86-H (Sabrejet).

Regular Air Force and civilian personnel will be trained here in the mechanics and flight techniques of the Sabrejet and then return to their home stations to instruct Reservists. The program will run until June 1 with six 30-day classes each for maintenance specialists and pilots.

Accepting new F-86-H Sabre Jets for the 448th Fighter Bomber Wing, first U. S. Reserve unit to be outfitted with the "MIG Killer", were Brigadier General Jerry W. Davidson, wing commander, and Lt. Col. Joe E. Earll Jr., commander, Hensley Air Reserve Flying Center.

*

Ground is Broken for Addison Airport. Groundbreaking ceremonies for the new $1,291,000 Addison Airport, the world's first completely executive base, were held this month at the site of the airfield's terminal building, west of Addison Road between Belt Line Road and Keller Springs Road.

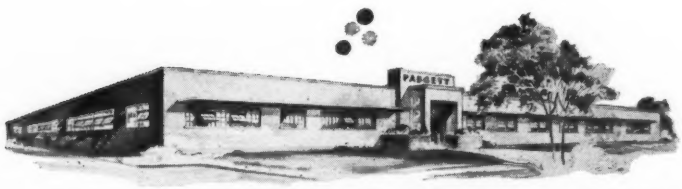
Officiating at the ceremonies were The Hon. Marcus Morris, Mayor of Addison; George E. Haddaway, editor and publisher of "Flight Magazine", representing executive aviation; W. C. (Dub) Miller, Dallas City Councilman in charge of aviation, representing the City of Dallas; The Hon. Walter Blanton, Mayor of Carrollton, representing the Greater Dallas County League of Municipalities; and W. D. DeSanders, representing the Aviation Committee of the Dallas Chamber of Commerce.

Plans for the new field include construction of a 4,500 foot hard surface runway 100 feet wide; a 5,000 square foot terminal building, with restaurant and other facilities; six hangars including two with 26,000 square feet of floor space (for Delhi-Taylor Oil Company and Collins Radio Company); 150 T-Hangars, hard surface taxiways and ramps; night lighting and 24-hour operations.

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Bell Copters Set FIP Test Record

Four Bell HUL-1 helicopters recently completed the Navy's "fleet introduction program" tests in record time, earning a letter of commendation from the chief of the Navy's Bureau of Aeronautics.

In just 18 flying days the new utility model Navy helicopters piled up 501.2 hours of flight time. Usually from six to 10 weeks are required to successfully finish the rugged trials, although Navy test personnel set out to do the job in 28 days.

Availability of the four-place helicopters throughout the entire program was set as 94 per cent. The HUL's required only .74 of an hour for maintenance to each hour of flight, as compared to the average ratio of three hours of maintenance for every hour of flight normally experienced in test programs of this type.

Since the successful conclusions of the trials, Bell Helicopter Corporation of Hurst has delivered several HUL helicopters to both Atlantic and Pacific fleet units. Primary mission of these utility helicopters is ice breaker patrol and support in the Arctic which emphasizes the importance of dependability. Other missions are being investigated for the HUL-1 helicopter.

Commercial versions of these single rotor, 260-horsepower Navy utility helicopters also are in production, identified as the Bell Model 47J.



Bell XH-40 Hovers

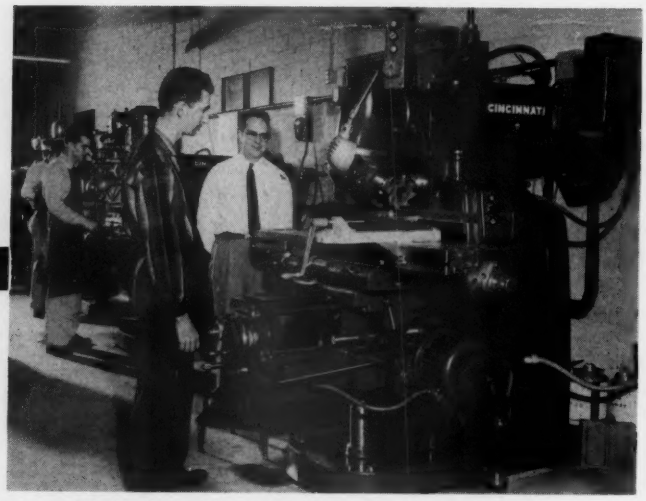
Army's turbine-powered Bell XH-40 helicopter hovers at the Bell Aircraft Corporation helicopter division plant at Fort Worth, Texas, ahead of schedule and just 16 months after receiving design competition contract. First helicopter designed for turbo-shaft power plant, Lycoming T-53 engine, H-40 is expected to cruise at 100 knots, carry 1,000-pound payload and be delivered to field troops in 1959.

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INSURANCE

Republic National Life Announces New Officers

John F. Daniels, formerly assistant secretary of Republic National Life Insurance Company, Dallas, has been advanced to assistant vice-president in charge of brokerage underwriting. He will work with E. F. Brewer, vice-president in charge of the underwriting division. The Agency Division, under the direction of Robert P. Hale, vice-president and agency director, has been re-organized into five sections. James Galloway has been named associate director of agencies in charge of the general agency section, and Howard Channell has been advanced to associate director of agencies in charge of the branch office section. Other section heads are: Lyman E. King, CLU, assistant vice-president and director of training; Allen Cureton, assistant vice-president and director of accident and health insurance sales, and Robert Caprielian, agency secretary, in charge of agency division home office personnel. The Branch Office section has been divided into three regions. J. Pete Robinson, who has served as branch manager in Wichita Falls, Texas, has been named Southeastern regional superintendent. Other regional superintendents are Jack Hargis, Midwestern, and Donald Clark, Southwestern. The company's brokerage activities, formerly handled in the Agency Division, are now conducted by a separate department headed by Edward R. Nadalin, director of brokerage, who will work closely with Clarence J. Skelton, senior vice-president and co-ordinator of production planning. Arthur Ellis, a newcomer to Republic National, will assist in general agency and brokerage operations. Bill P. Williams, a graduate of Southern Methodist University and an employee of Republic National Life for one year, has been named office manager of the Group Division of the company.

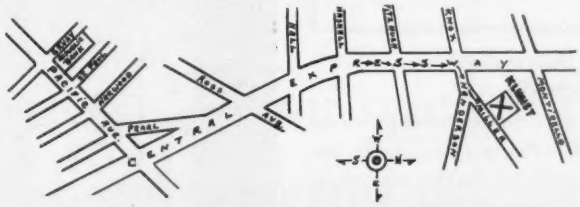
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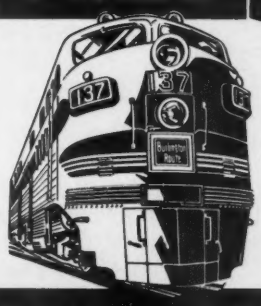
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Dallas

RELIGION

Decade of Unparalled Religious Growth

Expanding church membership and an unparalleled building program in the last 10 years has solidified Dallas' position as the Southwest's "city of churches."

A comparison of statistics illustrates the mushrooming both in membership and church construction during the last decade. Best estimates show the 1946 church population as 175,000 with 350 churches. Today, church leaders say there are 850 churches in Dallas County (650 in the city) and a total churchgoing membership of 375,000.

The largest single religious group is the Protestants, with 275,000 members. Roman Catholic churches have an approximate membership of 70,000 and there are between 15,000 and 20,000 Jews in Dallas' six synagogues (Orthodox, Conservative and Reformed.)

At last count, there were over 20 separate construction projects involving millions of dollars and calling for sanctuaries, parsonages, and parish houses, along with recreational and educational buildings.

Joseph McConnell, executive secretary of the Greater Dallas Council of Churches founded in 1950 to "do together what we can't do alone," says the amazing church growth has been difficult to follow in recent years.

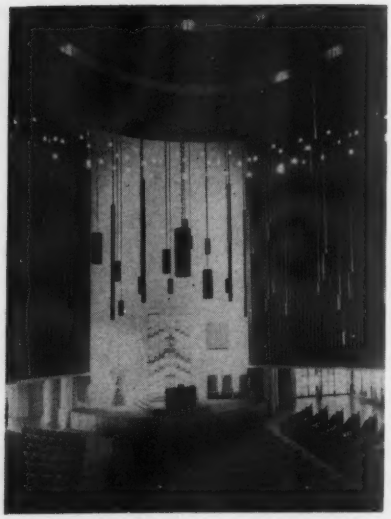
"You can hardly keep up with it . . . that's why it's hard to keep statistical data," McConnell claims.

McConnell and his workers did make an interesting comparison a few weeks ago. They compared the numbers in the classified telephone pages of 1946 with those of 1956 and found there were five or six times as many last year.

The council, another positive sign of church expansion and the efforts of forward looking leaders to unite in combined civic-religious programs, has 105 member churches in Dallas from 16 Protestant denominations.

The council sponsors educational programs, youth workshops and is the driving force behind special religious services during periods such as Lent.

Dallas churches also own and maintain 75 separate institutions and agencies including hospitals, colleges and universities, orphanages, homes for the aged and other welfare endeavors.



TEMPLE EMANU-EL, multi-million dollar Reform Judaism structure whose main sanctuary alone seats 1,100, at its recent dedication focused the national and international spotlight on Dallas' religious growth.

Total value of these institutions and of the 850 churches and other property holdings: slightly over *$150,000,000.*

Religion came to Dallas with the city's first settlers as proven in the history of Cochran Chapel Methodist Church, Dallas' oldest church. The church was founded with a religious meeting of five worshipers on March 19, 1844. Two weeks later, the Rev. Thomas Brown preached the first Dallas sermon in Cochran Chapel.

With the founding of other Protestant churches here, religious progress continued on a fast pace during the next 25 years. In 1869, the Rev. Joseph Martiniere founded the Sacred Heart Parish and thus established Roman Catholicism in the city. The first Dallas settlement by Jews came two years later when the first Temple Emanu-El, was built.

Shortly after 1900, Dallas had more than 100 established churches with around 30,000 members and by 1936, there were 230 churches with 120,000 members.

The most powerful denomination in point of membership and number of churches is the Baptist. With over 200 churches and *130,000* members, the Baptists also maintain about $40,000,000 of the church-controlled wealth in the city.

Next in membership are the Methodists with 60,000 members and over 100 churches. The Methodists, however, maintain the largest land holdings with $65,000,000 worth of property which includes Southern Methodist University.

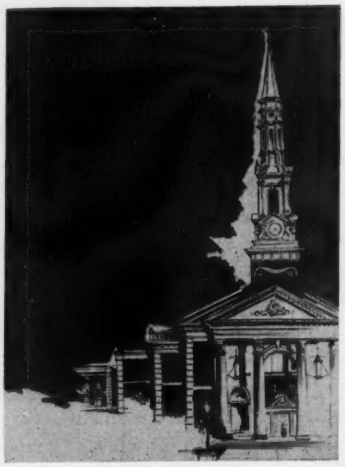
Dallas also can point to three of the largest churches, in membership figures, of their denominations in the world. The First Baptist Church, Ervay and San Jacinto, has more than 10,000 members; Highland Park Methodist Church, 3300 Mockingbird Lane, lists more than 8,000; and Highland Park Presbyterian Church, 3821 University Blvd., claims more than 4,500.

In addition, three Protestant denominations and the Catholics have their administrative and operational offices in Dallas.

HIGHLAND PARK METHODIST CHURCH is one of three Dallas churches which have the country's largest congregations within their respective denominations.



On The Cover



Dallas' tremendous church expansion is symbolized by the recently completed Park Cities Baptist Church. Designed by architects Thomas, Jameson and Merrill, the sanctuary will seat 2,200 persons with places in the choir loft for 130 voices. The building also contains all church offices, a prayer chapel for private weddings and personal devotions, and a 2,000 volume library. It has provisions for eight Sunday school departments with 58 classrooms and a 600-person dining room.

The Georgian Colonial building occupies a seven and one-half acre plot at 3933 Northwest Parkway.

The Baptist General Convention of Texas, ruling organization for all Southern Baptist Convention Churches in the state, headquarters here with Dr. Forrest C. Feezor, executive secretary, directing.

Bishop William C. Martin, noted Methodist leader throughout the country, leads the North Texas Methodist Conference which covers most North Texas counties.

Bishop C. Avery Mason directs the Dallas diocesan headquarters for the Episcopal Church. And Bishop Thomas K. Gorman heads the Dallas-Fort Worth Catholic diocese which takes in all of North Texas.

The real story of church growth in Dallas cannot be told completely by pointing simply to bulging membership figures, numbers of church buildings, and multi-million dollar church plant expansion programs. The clergy and citizens who work without recognition and worship together in their respective churches are truly responsible for Dallas' right to the "city of churches" claim.

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Ground Broken for Methodist Church. Groundbreaking services for the $70,000 sanctuary of the Elmwood Methodist Church, 1313 Berkley, have been held with the Reverend Wesley V. Hite, superintendent of Dallas Southwest District of the North Texas Conference conducting the ceremonies. The Reverend F. M. Talbot is pastor of the church.

The new structure will occupy ground adjoining the old sanctuary, which is being converted into a Sunday school and Educational building. Winston A. Colwell is the contractor and Gene Borger is the architect for the project.

*

Dallas Churches to Become Disaster Emergency Centers. Under a new plan initiated by the Dallas Junior Chamber of Commerce, Dallas churches will become the centers for dispensing emergency aid in case of a disaster.

The project has been titled RAIDS, Resources Available In Dallas for Security.

Under the joint sponsorship of the Jaycees, the Dallas County Civil Defense Commission and the American Red Cross, plans call for each of the 800 churches in the Dallas area to take stock of their facilities for disaster relief.

End result of the survey will be a defense map of the whole Dallas area pinpointing areas of shelter, food and clothing enough for all of the county's residents.

After the initial survey is completed, the Jaycees will work with the churches in setting up individual committees to handle various arrangements in time of need — food, clothing and bedding.

*

Episcopal Group Breaks Ground for Church. Ground breaking ceremonies for a $100,000 building project of the newly-organized Episcopal Church of the Good Shepherd have been held at the proposed site, 11120 Midway near Royal Lane. Highlight of the ceremonies was the erection of a 30-foot Celtic cross which will be the focal point of the new building.

The building, to be located on a five-acre tract, will house a chapel, seating 200 persons, parish hall and church schoolrooms.

Church of the Good Shepherd was organized as a mission sixteen months ago and admitted as a parish in the Episcopal Diocese of Dallas last January. The Reverend Glendon C. Coppick is rector.

*

Opening Ceremonies Mark Church Opening. The new $85,000 sanctuary of St. Luke's Methodist Church, 2408 Gilfrod, has been formally dedicated, with the Rev. T. Lee Miller, district superintendent, preaching the sermon for the service.

St. Luke's new sanctuary has a seating capacity of 580 persons and completes the church's building program started ten years ago. The present pastor is the Rev. C. D. Reynolds.

The contractor for the sanctuary was the Avery Mays Company.

*

Baptist Church Dedicated. The recently completed Valwood Baptist Church building, Valwood Parkway at Josey Lane, has been dedicated with guest speakers from the Baptist General Convention of Texas and the Dallas Baptist Association assisting the Reverend Carl W. Matthews, Jr., pastor of the church, in the services.



YOU MUST BE A SWAMI

Every man in business is predicting the future. Should he retrench and consolidate? Should he expand and improve? Will he need more production to fill sales or has he geared production too high? His success depends on predicting correctly. ❦ But it isn't done with a crystal ball. Analysis of facts, charts that show trends, comparisons of case histories; all these are the statistics that help determine the percentage of success. ❦ When every fact has been weighed, unanimity of decision has been reached and action is planned, the successful executive spends what is necessary to insure doing the job right. Now is no time to be penny wise, pound foolish, he knows. That is why more and more executives are putting extra thought and effort into developing their sales programs and extra emphasis on the quality of the printed material that is so important to any sales campaign. ❦ May we offer you experienced understanding of your printing problems and help you solve them successfully and economically?

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Dallas

CHAMBER NEWS

"Key to Dallas" Covers Trade Area from A to Z

Expanding its service to meet the growing needs of Metropolitan Dallas and its trade area, The Dallas Chamber of Commerce has just issued a new and revised 1957 issue of KEY TO DALLAS.

New in size and new in format, this book has a guaranteed circulation of 20,000 in Dallas and its trade area. The new book, perhaps the most colorful and attractive directory of its kind in the nation, is designed to sell Dallas goods and services from within and throughout its vast and growing trade territory.

In previous editions, the book was pocket size and was known as "Key to Buying in Dallas," and listed only manufacturers and wholesalers. The 1957 edition for the first time includes all business and professional categories. The 1957 edition, for the first time, also includes a complete alphabetical roster of its members with each member classified as to business, profession or service or type of industry.

Listed in the book are 5,205 business firms and professional offices which represent 7,350 members of the Dallas Chamber of Commerce.

The alphabetical roster of Dallas Chamber of Commerce member firms and professional or service organizations carries the following information on each firm: (a) Name of Firm, (b) Street Address, (c) Telephone Number (d) Principal function of business (e) Approximate employment (f) Principal classified heading and its number (g) Number of Classified Section in Book Where Listings are Found.

Simplicity and convenience keynote the arrangement of this book which breaks down into eleven classified sections. These are as follows: I. PRODUCTS of manufacturers, manufacturers sales branches and offices, independent wholesalers and jobbers, distributors, agents and brokers, importers-exporters and factory representatives.

Section II. CONTRACTORS — including all types of general, mechanical, residential, commercial, utility and sub-contractors. Section III. OIL and GAS — Production, geophysical-specialized field services, mining and quarrying. Section IV. TRANSPORTATION — PUBLIC UTILITIES — WAREHOUSING — airlines, bus lines, motor freight lines, railroads, freight forwarders, public warehouses and moving and storage.

Section V. RETAIL TRADE. Section VI — FINANCE — INSURANCE — REAL ESTATE. Section VII. PERSONAL AND REPAIR SERVICES. Section VIII. AMUSEMENT and RECREATION SERVICES, HOTELS and MOTELS, Radio and Television Stations. Section IX. BUSINESS and PROFESSIONAL SERVICES, Medical, Legal, Accountants, Advertising Agencies, Public Relations Firms, Architects, Engineers, Schools and Hospitals.

Section X. A comprehensive list of nonprofit business and professional organizations, trade associations, educational and philanthropic groups maintaining permanent offices in Dallas. Section XI. — A complete list of government offices — CITY — STATE — and FEDERAL with locations and telephone numbers in metropolitan Dallas.

All sections are indexed and cross indexed not only in the alphabetical section but also in the two pages on "How To Use the Key To Dallas" in the front of the book. Thus, the reader has at his finger tips the pertinent facts on each firm listed and how to find it.

Information contained in this book was secured by means of questionnaires designed for eleven broad industry groups, sent to each member of the Dallas Chamber of Commerce. Data from the questionnaires was recorded on 25,000 Remington-Rand punch cards. Information in the punch cards was interpreted, verified, sorted and tabulated by various electronic machines in Remington Rand's Univac System. Through the use of Remington's Univac System of Compilation, a savings of ten weeks was made in time and a much higher standard of accuracy achieved than under previous manual methods of transferring information from questionnaires to cards manually.

The new figure of 20,000 circulation assures a number of things of interest to Dallas business firms in promoting trade. First, at least one copy of Key to Dallas is now in use in every member firm of the Dallas Chamber of Commerce. Second, Key to Dallas is mailed throughout the Dallas trade area to qualified buyers who use Dallas as a source of supply.

Fourteen thousand copies of Key to Dallas have been mailed to the following groups in the trade area representing potential buyers for Dallas goods and services: (a) To every manufacturer with 25 or more employees in the Dallas Southwest Primary Market (b) To every chamber of commerce in the Southwest (c) To



TOM McHALE, Advertising Manager of DALLAS, and William A. Rosamond, head of the Research Department of the Dallas Chamber of Commerce, make a press-room check of the first copies of "Key to Dallas." The "Key," with its new format and thorough coverage, is a businessman's "bible" to the Dallas Trade Area.

The following Dallas Chamber of Commerce members of record *as of November 1, 1956*, were inadvertently omitted from the Alphabetical Roster of Members and the Classified Sections of the 1957 edition of "Key to Dallas" in spite of all efforts to avoid such omissions. These members are offered our most sincere apology and our promise that we will do better in the 1958 edition of "Key to Dallas."

ASSOCIATED ENGRAVERS (M-1)
4116 Live Oak ..... TA 3-8884
Name Plates, Plastic and Metal — 2767 and Dies, Gold Stamping — 1361 I

BERMAN, HAROLD B. (PR-1)
Republic Bank Bldg. ..... RI 1-1496
Attorneys and Legal Services — 8560 IX

BRISTER, BERNARD (BS-1)
Southland Life Bldg. ..... RI 7-6909
Public Relations Counselors — 8900 IX

DALLAS HEALTH CLUB (PS-1)
1019½ Elm ..... RI 2-0029
Gymnasiums and Health Clubs — 7730 VII

DIXON & TOM-A-TOE, INC. (W)
915 S. Harwood ..... RI 7-0537
Tomatoes — 4249 I

FRIENDLY CHEVROLET CO. (RT-5)
5526 E. Mockingbird Lane ..... TA 3-9981
Automobile Dealers — 6080 7640 ..... V and VII

GARY, OTIS B. (PR-1)
Republic Bank Bldg. ..... RI 1-4523
Attorneys and Legal Services — 8560 IX

GIBRALTAR BUILDING CORP. (CC-1)
100 Glass St. ..... RI 1-3486
Contractor, Bldg. (Res.) — 4815 7510 ..... II and VI

GULF OIL CORP. (MB)
Second and Hickory Sts. ..... TA 3-4181
Petroleum Products — 3082 I

HENRY E. COWDEN, INSURANCE (I-1)
Fidelity Union Life Bldg. ..... RI 1-6883
Insurance Agents, General — 7140 VI

JAFFEE, MORRIS I. (PR-1)
Republic Bank Bldg. ..... RI 1-1496
Attorneys and Legal Services — 8560 IX

POWERS, GEORGE L., D.D.S. (PR-1)
Medical Arts Bldg. ..... RI 7-6800
Dentists and Dental Surgeons — 8657 IX

UNITED STATES FIDELITY & GUARANTY CO (I-5)
Mercantile Bank Bldg. ..... RI 8-3373
Insurance Carriers — Casualty, Fire and Marine (Stock) — 7205 7570 VI

WAGNER, A. K. & CO. (M-1)
2307 Britton ..... FR 4-5706
Directories, City — 1376 1378 I

YOUNGBLOOD, J. WADE, M.D. (PR-1)
8215 Westchester Drive ..... EM 8-7491
Physicians and Surgeons, M.D. — 8880 IX

For convenience, cut this list out and paste it on the cover of your 1957 edition of "Key to Dallas."

major contract construction firms throughout the Southwest (d) To every city government with 5,000 or more population in the Southwest (e) To major retailers throughout the Southwest (f) To Superintendents of all the larger independent school districts in Texas (g) To the County Judge of every Texas County (h) To all major oil and gas producing firms and oil and gas drilling contractors in the Southwest (i) To all purchasing agents who are members of Purchasing Agents Associations in the Southwest.

The out-of-city mailing list was also correlated and compiled by use of the Remington-Rand Univac System, providing for quick and accurate analysis of the list by city, state and industry.

This book was compiled under the direction of Wm. A. Rosamond, manager of the Research Department of the Dallas Chamber of Commerce. Its format and layout was based on a study and adaptation of the best features of similar directories published by Chambers of Commerce in metropolitan areas throughout the nation. It also contains features and arrangements for convenience found in no other book now being published.

A by-product of this book in Dallas is also a complete local break-down of the circulation of DALLAS Magazine by firms and industry groups. Key to Dallas shows exactly who reads DALLAS—how many oil men, how many lawyers, how many bankers, how many accountants and how many oil executives and every other business group.

With its colorful and attractive format, its convenient arrangement, its wide variety of information, and the simplicity of its arrangement and indexing as well as the wide scope of its distribution in and out of Dallas, it represents an outstanding example of trade promotion for Dallas. The many favorable comments on the book and its use in and out of Dallas thus far indicates that it bids fair to become the "Business Bible" of Dallas in the Metropolitan Area and throughout the Southwest.

*

Visitors Study Industrial Districts

Three members of the Industrial Committee of the Colorado Springs Chamber of Commerce visited Dallas recently to study its planned industrial districts. The Denver delegates were also interested in the Dallas Chamber's planned program of work to stimulate expansion of existing industry and to promote new employment opportunities.

First on the agenda for the visitors were conferences with developers of two of Dallas' 18 planned industrial districts followed by on-the-site inspections. Principles, layout, land use, promotion methods and economics of planned industrial districts were discussed with the developers.

*

New Chamber Committeemen.

Business and Economic Research Committee

AL HARTING, *Vice-President*
Southwest Airmotive
8401 Cedar Springs

E. H. McELROY, JR., *Director of Area Development*
Texas Power & Light Company
Fidelity Union Life Building

JOHN WAGNER, *Public Relations Director*
Texas Mid-Continent Oil & Gas Association
Life of America Building

G. H. VAUGHN, *Accounting Supervisor*
Lone Star Gas Company
301 South Harwood

WALTER O. MOORE, *Division Development Engineer*
Southwest Bell Telephone Company
308 South Akard

Foreign Committee

GEORGE SMITH, *President*
Central Alarm System

KENNETH URBAN, *Chief Commercial Agent*
Railway Express Agency

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Research Director

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Advertising Manager

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Dallas

METROPOLITAN DALLAS

Sheriff Force Adds Two Stations. Two precinct stations, manned by deputy sheriffs, have been opened in Garland and Duncanville locations.

Purpose of the new sub-stations is to better serve Dallas County residents living in the rural areas near those towns.

The Garland sub-station is adjacent to the Garland Police Department, which will handle telephone calls for the squad assigned there.

The Duncanville precinct station is in the Duncanville waterworks building. A water department employee will relay telephone calls to the squad assigned to that area.

*

Future Traffic Growth Predicted. The Dallas Master Plan Committee has predicted that at least one million motor vehicles will be using Dallas County streets and highways by 1980.

This will be as many auto vehicles as now exist in only a few localities in the country — New York's five boroughs, Chicago and Los Angeles.

Committee Chairman D. A. Hulcey's vehicle prediction will be included in the forthcoming report titled "Thoroughfares" — one of a series of a dozen blueprinting Dallas County's future growth and needs.

The Master Plan Committee's previous "Urbanization" report, issued in July, forecast that Dallas County's population will grow from its present 780,000 to 1,569,000 by 1980.

*

City Projects Total Over Thirty Million. During 1956, the City of Dallas completed, advanced, or instituted more than $30,500,000 in large public works projects.

The total excludes water improvement programs of which some $42,000,000 were authorized during the year.

Buildings were the biggest items and two of them under way during the year looked as if they would total $14,500,000 by completion time.

Dallas plans to issue $15,000,000 in bonds to carry through parts of the $41,000,000 capital improvements program voted last January.



Photo by Lockheed Aircraft Corporation

arctic warrior loses weight in Dallas

More than 100 pounds were trimmed from this Navy heavyweight by Texas Instruments — largest electronics manufacturer in the Southwest — on one system alone. TI did this by manufacturing a miniaturized intercommunication system using Texas Instruments transistors . . . tiny devices that also make possible today's pocket-size radios. Weight savings like this let America's sky fighters fly farther and punch harder.

Of the two tons of electronic gear on this plane, much was built by Texas Instruments. In fact, the Department of Defense and Lockheed brought the weight problem to TI because, in addition to being the world's largest producer of transistors, Texas Instruments is a major producer of military electronic apparatus.

TI's 4500 employees are engaged in *many* fields — exploration for oil all over the free world . . . manufacture of oil exploration equipment and instruments . . . as well as manufacture of optical and electronic components and systems. Success in these efforts has contributed to the expanding economy of the Southwest . . . and has resulted in a twentyfold growth for Texas Instruments over the last ten years.

keep an eye on TI

TEXAS INSTRUMENTS
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6000 LEMMON AVENUE DALLAS 9, TEXAS

Dallas CONVENTIONS

Over 35 Meetings Set

Conventions and events scheduled for Dallas during the next month are as follows:

March

22-31—Southwest Sports and Vacation Show.

27-29—Texas Wholesale Grocers Association.

27-30—Texas Library Association.

Mar. 31-Apr. 2—Texas Surgical Society.

Mar. 31-Apr. 3—American Institute of Decorators.

April

1- 3—Texas Baptist Sunday School Convention.

1- 3—Texas Cotton Ginners Association.

1- 6—United States Handball Association.

4- 7—Southwest Automotive Show, Inc.

5- 6—Independent Garagemen of Texas.

7- 9—Southwest Petroleum Credit Association.

7-10—National Office Management Association.

8- 9—Texas Garden Clubs, Inc., District 2.

8-10—Texas Frozen Food Lockers Association.

11-13—American Academy of Obstetrics and Gynecology, Southwest Region.

13-14—National Association of Clock and Watch Collectors.

14-16—Lumbermen's Association of Texas.

19-20—Southwestern Social Science Association.

21-23—Texas Investment Bankers Association.

22-27—Southwest Legal Foundation, Annual Lawyers' Week Activities, Regional.

25-27—Future Homemakers of America, Texas Convention.

26-27—Daughters of America, Texas

Apr. 28-May 1—Texas Medical Association.

Apr. 28-May 1—Texas Heart Association.

Apr. 28-May 5—National Home Show.

Dallas OIL

Ideco Rig to Be Used In Off-Shore Drilling

A streamlined new concept in offshore platforms is projected by the newly formed Trans-Gulf Drilling Company. The drilling platform features a full-view mast, two 1,250 h.p. mud pumps, and other equipment built by Ideco, one of the Dresser Industries. Unique feature is single hull, inside of which is located most of the machinery.

★

Sewell Named OIC Chairman. James L. Sewell of Dallas, president of Delhi-Taylor Oil Corporation, has been named as the 1957 chairman of the Texas Oil Information Committee.

As state chairman, Mr. Sewell will direct more than 2,000 volunteer local oil men and women working to keep Texans informed about the state's largest industry — petroleum.



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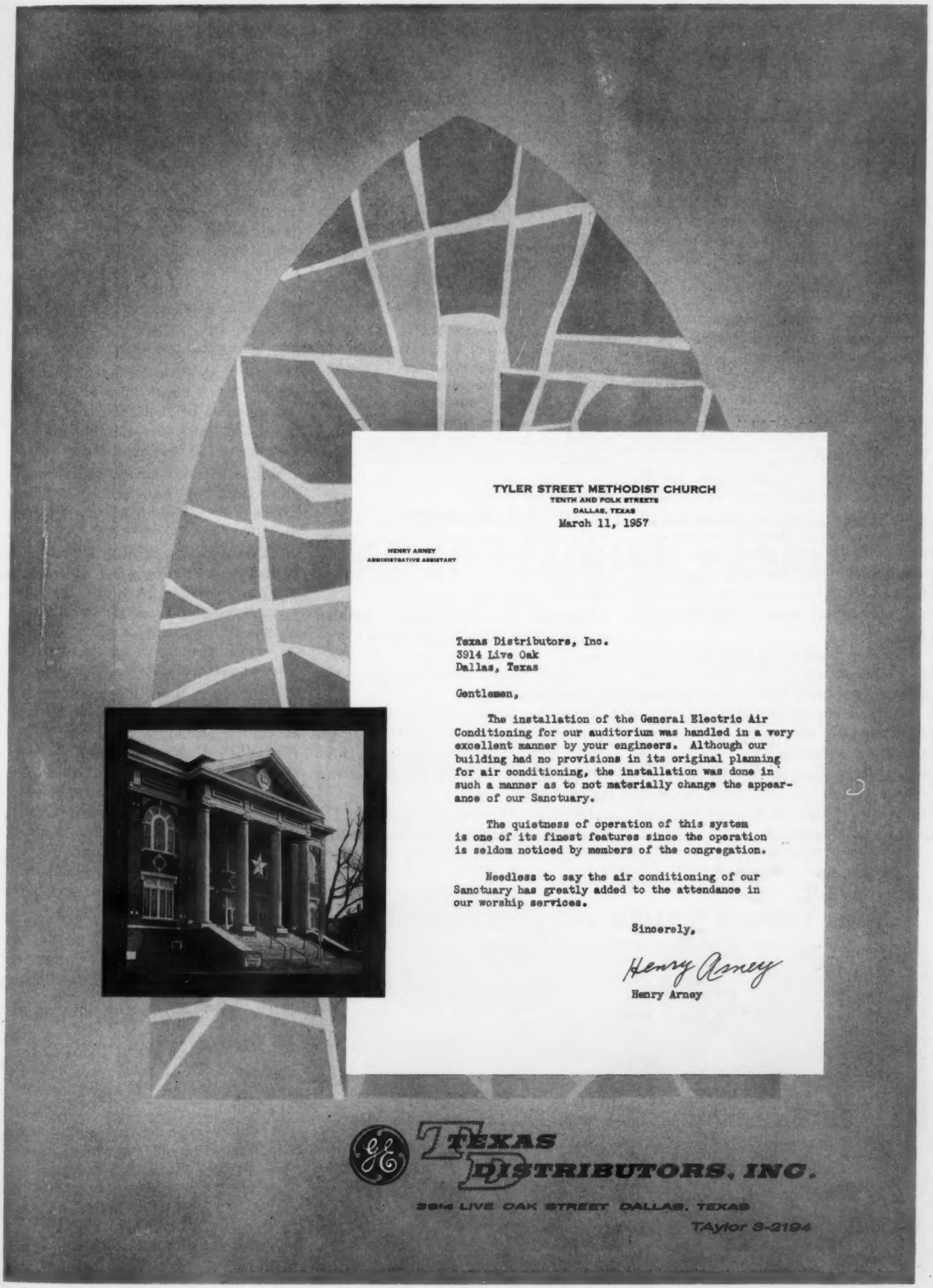
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TENTH AND POLK STREETS
DALLAS, TEXAS
March 11, 1957

HENRY ARNEY
ADMINISTRATIVE ASSISTANT

Texas Distributors, Inc.
3914 Live Oak
Dallas, Texas

Gentlemen,

The installation of the General Electric Air Conditioning for our auditorium was handled in a very excellent manner by your engineers. Although our building had no provisions in its original planning for air conditioning, the installation was done in such a manner as to not materially change the appearance of our Sanctuary.

The quietness of operation of this system is one of its finest features since the operation is seldom noticed by members of the congregation.

Needless to say the air conditioning of our Sanctuary has greatly added to the attendance in our worship services.

Sincerely,

Henry Arney

Henry Arney

TEXAS DISTRIBUTORS, INC.
3914 LIVE OAK STREET DALLAS, TEXAS
TAylor 3-2194

Dallas MARKETS

New Market for Big D Will Open Next September

Dallas' undisputed title of "market place of the Southwest" was bolstered this month by the announcement of a new regional market to be held in September.

The Southwest Housewares, Hardware and Recreational Market will be held in the Adolphus Hotel September 14-19. This market presents a wonderful opportunity to the Dallas manufacturers of housewares, hardware and outdoor recreational equipment to participate. The last two days of the market will be open to the public . . . affording consumers the opportunity to see and review the very latest in these classifications.

Over a period of years Dallas has developed 21 successful markets to meet the tremendous wholesale buying needs in the Dallas Southwest. These 21 markets generated annual sales in 1956 of $21,460,-496,000. But never has there been a market for the large housewares, hardware and recreational trade or outdoor equipment.

The new market has been designed to meet the demands from leading wholesale and retail buyers for such a showing.

Sponsored by the Dallas Manufacturers & Wholesalers Association, a division of the Dallas Chamber of Commerce, the new market is expected to draw buyers from all of Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Western Tennessee and New Mexico.



"THIS LITTLE PIGGY WENT TO MARKET." W. L. Bridges, Sr., President of the State National Life Insurance Company, importer and breeder of Danish Landrace pink hogs, is shown with his granddaughter Barbara, brushing up "Junior" to look his Sunday best for buyers at the Gift Market in Dallas Merchandise Mart.

Gift Show Plays Crystal Ball for Buyers

The shape of things to come in a world of gifts, housewares, toys and jewelry unraveled before nearly 7,000 buyers during the recent week-long gift show.

Some 600 exhibitors contributed to this year's show, at which buyers from a concentrated 14-state area, and as far away as Canada, bought wares for their spring and summer selling.

Two large shows, the Allied Gift and Jewelry Show under the direction of H. W. (Wes) Johnson, and the Dallas gift show under the direction of Fred Sands, make up the market.

Exhibitors showed their wares in the Adolphus and Baker hotels, the Memorial Auditorium and the Merchandise and Santa Fe Marts.

In the opinion of J. B. Ragland, president of the Merchandise Mart, a successful gift and jewelry show is a good barometer of business conditions, for when business is good in the gift field, it is certain to be good in other lines. And the recent market was described by M. E. (Mark) Hannon, manager of the Dallas Manufacturers and Wholesalers Association, as "stable in total volume buying, with an increase in attendance of buyers more keenly interested in quality lines."

The gift show registrations in Dallas represent more buyers for a concentrated area than do the New York and Chicago markets, in comparison. The Dallas market today presents to the merchants a vast choice of new merchandise in a concentrated section of Dallas where the buyer can see and visit more displays with the least amount of time expended.

A sidelight attraction in the Merchandise Mart lobby was a gala "hi-ho, come to the fair" atmosphere with carousel music, banners and balloons. The theme of "This Little Pig Went to Market" was carried out by having a Danish Landrace pig greet buyers in the lobby. The Landrace, dachshund of the pig world, comes equipped with 32 ribs instead of the usual 28.

The Memorial Auditorium was used for the first time during the recent market, and even greater use of the Auditorium facilities is planned, according to E. Paul Jones of the Dallas Gift Show.

The Dallas Gift Show also had its first foreign exhibitor this time in the Italian Government. Ceylon will join the foreign exhibitors in the fall.



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Dallas
ARTS and MUSIC

Dallas Looks Forward To 1957 Met Season

Dallas' most glamorous season of the year — civically, socially and musically — is the Metropolitan Opera Company week-end visit, scheduled this year from May 10 through May 12.

The world-famous opera organization, presenting four performances in State Fair Auditorium, will attract patrons from throughout the Southwest, as well as many more distant states, Mexico and Central America. The 1956 season brought tourists from 503 cities in 26 states.

Dallas hostesses each year fill their homes with house guests for the occasion, and all Dallas society and their friends converge upon the opera ball given in honor of the celebrated visiting singers, which is the social climax of the spring season each year.

The Metropolitan is brought to Dallas on a non-profit basis by the Dallas Grand Opera Association, an organization of civic leaders who underwrite the expenses of the tour visit from New York. The Association's box office for sale of tickets is maintained at 1315 Elm Street. Ticket reservations may be ordered by mail or in person at prices of $8.30, lower floor; $7.10, $5.90, $4.70 and $3.50, balcony.

The board of directors of the Dallas Grand Opera Association, representing top civic leadership of Dallas, has as its officers: Arthur L. Kramer, Jr., president; W. J. Brown, W. L. Prehn, R. L. Tayloe, vice-presidents; Fred F. Florence, treasurer; Henri L. Bromberg, Jr., secretary.

Executive committee members are R. L. Thornton, chairman; Nathan Adams, W. J. Brown, Karl Hoblitzelle, Arthur L. Kramer, Jr., B. F. McLain, W. L. Prehn.

Directors, in addition to the above, are Fenton J. Baker, W. Howard Beasley, Ballard Burgher, John W. Carpenter, James L. Chambers, Jr., Randall Davis, E. M. (Ted) Dealey, Edgar L. Flippen, Don V. Fraser, W. A. Green, Jr., D. A. Hulcy, John Leddy Jones, Joe Lambert, J. L. Latimer, Dr. Umphrey Lee, G. L. MacGregor, Lawrence Marcus, Allen Merriam, J. M. Moroney, J. B. O'Hara, John G. Pew, Lawrence Pollock, John W. Runyon, D. Gordon Rupe, Henry X Salzberber, Robert J. Smith, C. A. Tatum, J. C. Tenison, W. G. Vollmer, Dan C. Williams and James R. Wood.

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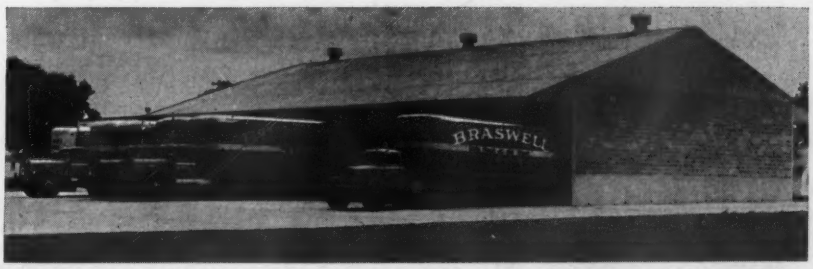
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CITY HALL REPORT:

The magnitude of municipal functions in a metropolis the size of Dallas is often difficult for the average citizen to grasp.

For example city owned automobiles, trucks and other automotive equipment travel 22,000,000 miles each year. This includes mileage stacked up by police cars and motorcycles, public works vehicles, garbage trucks, heavy construction equipment and other assorted vehicles.

Obviously a lot of this mileage is piled up by vehicles traveling to and from a job, or by police cars driving from downtown to an outlying patrol district.

For just this reason in 1950 the city began a program of decentralization aimed at putting various municipal work crews closer to their working districts.

The program resulted in the establishment of four Area Service Centers (see map), Southeast, Southwest, Northeast and Northwest. Each one to serve as "home base" for a variety of city employees.

A typical operation is the Southwest Area Service Center located in Oak Cliff. The center contains a Public Works Department garage for minor repairs, maintenance and storage. And public works crews for street and storm sewer maintenance for all of Oak Cliff West of Corinth St.

All Oak Cliff sanitation operations are handled from the center . . . in addition to maintenance of Oak Cliff water distribution facilities, and sanitary sewers and the storage of water department stores.

The Southwest center is the only one in the city which presently houses a police sub-station, although one will be installed in the Northeast center.

Fourteen of Dallas' 47 police patrol districts are controlled through the Southwest sub-station.

Under the command of a patrol detail lieutenant, the center also houses an hold-over jail with a capacity of 50 prisoners.

The jail is designed strictly for hold-over operations. Officers are able to book and leave prisoners at the hold-over and return to their respective patrol districts. Prisoners are held a short time or transferred to the jail downtown.

It is estimated that the sub-station makes it possible for officers in the 14 districts to be on patrol duty 25% more time.

As far as other municipal work crews are concerned, a recent survey indicates that the municipal area service centers save the city 50% of the manpower time and equipment expense of "to-and-from" travel costs. Once on the job of course, the costs are the same.

The Northwest and Northeast Service centers house the same municipal functions as the Southwest, with the exception of the police sub-station.

The Southeast center, however, is the largest and houses some city wide crews and functions.

All automotive stores are kept at the Southeast center and all major automotive repairs are made there.

The Contract Construction division concentrates all its activities at the Southwest center, resident engineers, survey crews and inspectors.

Likewise all inspectors and construction crews for water main and sanitary sewer construction are housed at the center as are all survey crews, and the municipal storeroom.

With the exception of these few functions, however, the municipal maintenance and sanitary facilities are spread out among the four centers.

As a metropolis grows and changes its size and shape, municipal functions must be expanded and streamlined to meet the changing needs. The area service centers are an example of such a necessary change . . . one which has proved very successful.



THE CITY'S four municipal service centers are saving taxpayers' dollars.

*

An annual report for 1956 was published recently by the city . . . one which deserves some comment.

The report is an outstanding example of how a little extra thought and effort can take something as potentially dry as a municipal annual report, and lift it completely out of the doldrums.

Taking as its theme "Dallas' 100th Year of Incorporated Progress" the report shows the "municipal stockholders" just how far their city has come in the short span of a century.

The material in the report is well chosen and well presented, and liberally springled with interesting historical photographs of various municipal functions.

Of special interest are the map showing the growth of Dallas by stages from the original one-half square mile townsite of 1856 to the present corporate area of the city, and a pictorial chart of municipal functions.

To sum it up the report is interesting and very attractive without being extravagant.

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"ONE DAY DRIVE" IS ANNOUNCED

CHAIRMAN Felix Harris of the Membership Committee announced that the Chamber's annual "One Day Drive" for new Chamber members will be held in April instead of May, as in previous years. "We need 250 representatives of Chamber member firms to aid us in carrying out this civic responsibility. This additional manpower, plus our permanent Membership Committee of 114, can do the job of reaching our goal of 400 new Chamber members in April", said Chairman Harris. He further stated that volunteers from among the 7,300 Chamber members were needed, and requested any member who can give eight hours of his time (not necessarily all in one day) from April 17 through April 25, to contact committee Secretary J. L. Cabaniss at the Dallas Chamber, RI-7-8451.

The kick-off luncheon for the "One Day Drive" will be April 17, and the report luncheon will be April 25. However, all temporary Committeemen are required to attend a one hour orientation session at the Chamber during the period April 3-10; any Chamber member wishing to volunteer his services should please contact the Chamber *not later than April 1.*

The Membership Committee reported a total of 170 memberships for February, bringing the Committee total for 1957 to 417, slightly less than their quota of 450 for the first 2 months.

In the race for the three President Jonsson trophies, Section #7, Vice-Chairman Jack Wantland of Texas Employment Committee, was in first place with 40 memberships. In "place" position was Section #4, Vice-Chairman Jim Layne, with 37 memberships, and in "show" position, tied, were Section #3, Vice-Chairman Jack Curtis of Dallas Association of Insurance Agents, and Section #1, Vice-Chairman Jim Henderson of Great American Reserve Insurance Company.

Earning Top Hand awards for 1957 to date: Jerome K. Crossman, Vice-Chairman Jack Wantland, Vice-Chairman Ned Meyerson and Associate Chairman Nat Ryan. These Committeemen have sponsored 12 or more Chamber members since the first of the year (the requirement to remain in good standing on the Committee is to average one membership per month for each half of the year).

The Executive Board of the Committee has asked each Chamber member to retain, in an accessible place, the new "Key To Dallas" just issued, to be used as a ready reference.

Professional

Creative Publications, 5604 E. Mockingbird Lane; Neal Bishop (Hank Starke).

Don Dietrich & Associates, Post House, Richton Park, Illinois; Dr. Donald H. Dietrich (Henry Hoffman).

McMahan, Thompson & Hailey, Inc., 6006 Wyche; James W. Thompson (Harry Crutcher).

David O. Weiner, M.D., 333 Medical Arts Bldg. (Jack Little).

Commercial Photographers, Inc., 420 Commercial Bldg., Bill Burkett (Jack Wantland).

T. H. Obenchain, Jr., M. D., 3606 Maple (Hank Starke).

Glenn R. Cherry, M. D., 909 Medical Arts Bldg. (Jack Little).

Dwight Hunter Associates, 709 Vaughn Bldg.; Dwight Hunter (John Smith).

Kemper-Thomas Company, 1806 Glenfield; Mrs. Virginia Hammer (Roger Ringler).

Jack Cole Theatrical Agency, 2535 Cedar Springs; Jack Cole (Hank Starke).

Robert Y. Evans, C. P. A., 4420 Southwestern (Walter Bull).

F. N. James, Sr., 10223 Garland Rd. (Jack Wantland).

Palms Veterinary Hospital, 8501 Hines Blvd.; Dr. A. H. Palms (Dale Simpson).

Neil Williams, Attorney, Fidelity Union Life Bldg. (Jack Wantland).

Dewey Lawhon, C. P. A., Wynnewood Professional Bldg. (Frank Ray).

Clint A. Barham, Attorney, 1205 Texas Bank Bldg. (staff).

Clarence T. French, D. D. S., 6621 Snider Plaza (Ralph Sledge).

Bevel Associates, 637 Wilson Bldg.; George C. Bevel (Jack Wantland).

John Q. A. West, D. D. S., 2905 Greenville (Ben Harris).

Abohosh Brace Company, 313 Medical Arts Bldg.; C. J. Abohosh (W. M. Branch, M.D.).

J. Alex Blakeley, Attorney, Vaughn Bldg. (Henry Hoffman).

Incentive Ideas, Inc., 1708 Jackson; Steven S. Greene (Ned Meyerson).

K. A. Lifson, Ph.D., Consultant on Management Controls, 6621 Del Norte (Dan T. Hancock).

Associated Engineers, 1521 Centerville; J. N. Lane (Walter Bull).

Droby & Stinson, Attorneys, 811 Wilson Bldg.; C. A. Droby (Jack Curtis).

M. J. Fogelman, M.D., 5323 Harry Hines (Henry Hoffman).

Wholesale and Distribution

McCormick Steel Company, 11815 Denton Dr.; Frank J. Flanagan, Jr., and W. S. Parkinson (Dick B. Granger).

Nutone, Inc., 1303 Dragon; Harry Floyd (Nat Ryan).

Package Products Company, 1907 N. Field; Ernest Gray (Leonard Hamzy).

Tektronic, Inc., 6211 Denton Dr.; Charles V. Sanford (Jack Wantland).

Wholesale Electrical Supply, 2415 N. Pearl; Felix T. Domas (Harry Crutcher).



ON JACK HOSPERS DAY, Erik Jonsson, left, Chamber president, honored the outstanding committeeman who is now the first Quadruple Life Member of the Chamber of Commerce. With Mr. Hospers at the presentation were his wife, Mrs. Hospers, his mother, Mrs. Bert Hospers of Montgomery, N. Y., and C. J. McCarthy, chairman of the board of Chance Vought Aircraft.

Caro & Upright, Inc., 1700 Oak Lawn; Claude Bloodworth (Jim Layne).

Sonotone of Dallas, 845 Wilson Bldg.; O. M. Battle (Jack Curtis).

The Standard Register Company, 409 Thomas Bldg.; Lester Hall (Jack Hospers).

F & W Distributors, Inc., 5318 Maple; Forrest Williams (Nat Ryan).

Liberty Materials Company, P. O. Box 10387; Phillip Rosenfield and Glenn Buttgen (Admiral A. C. Olney).

Insurance

Kyle-Knight Insurance Company, Mercantile Bank Bldg.; Ailine Knight (Charles Chambers).

Crowe & Company, Insurance, 3535 Fairmount; Cecil Crow (Ned Meyerson and Nat Ryan).

L. O. Crosby, Insurance, 7203 Lake June Rd. (Jim Layne).

Tate & Lawther Agency, 923 National Bldg.; William T. Tate (Ralph Sledge).

Financial

Creson, Sledge & Company, 216 Empire Bank Bldg.; C. R. Sledge (Jack Clark).

Legal Reserve Stock Brokers, 6621½ Snider Plaza; Z. B. Freeman, Sr. (John Shaw, Jr.).

Federated Plan, Inc., 2910 McKinney; James F. Cassidy (John Shaw, Jr.).

Individuals and Service Organizations

Texas Hospital Association, 2208 Main; O. Ray Hurst (Jim Henderson).

Texas Alcohol-Narcotics Education, Inc., 814 Thomas Bldg.; Albert F. Tucker (Jim Layne).

A. F. Topham, Adolphus Tower (Jack Curtis).

Air Conditioning & Refrigeration Contractors Association of Dallas, 212 Life of America Bldg.; Col. John A. Smith, Jr. (Oliver Erickson).

Mrs. Jewel A. McLeod, 510 Waverly Drive.

Title Council of America, Inc., 3409 Oak Lawn, Room 220; Frank E. LeBeau (Ray Paquette).

Robert W. Kenyon, 3305-A McKinney.

Hotels, Motels, and Restaurants

Town House Delicatessen, 1602 Main; Sam Poullas (Bill Blaydes).

Snappy Service System, 5102 W. Davis; Albert Pierce and A. L. Pierce, Jr. (Jim Randolph).

Inwood Grill, 5012 Sharp; Charles R. Gambulos (Jack Wantland).

COMMITTEEMAN OF THE MONTH

Top committeeman of the month is another first-year man on the team, Dallas-born Thomas H. Owens Jr.

Tom is employed by Texas Bitulithic Company as Construction Superintendent and Estimator. He started with this firm in 1942 while a student at S.M.U. where he obtained his degree in Civil Engineering. He is a member of the American Society of Civil Engineers and an active member of the Gaston Avenue Baptist Church.

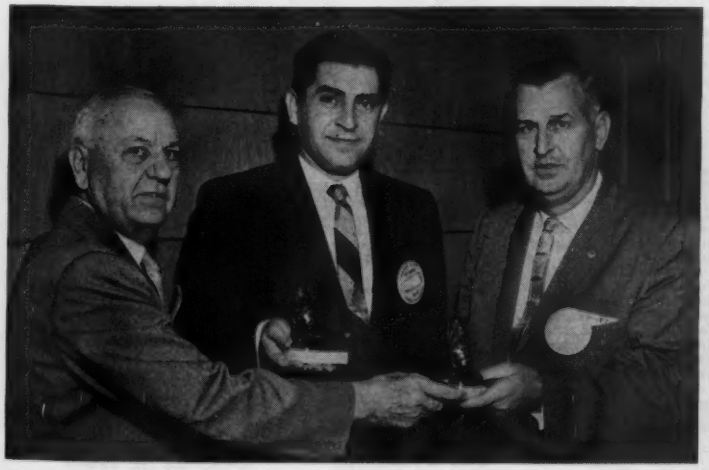
During World War II, Tom served with the Naval Construction Battalion, stationed in the Philippine Islands for a considerable part of his service. He was relieved from active duty in 1946 and returned to work with the Texas Bitulithic Company in September, 1946. The Navy recalled him into the service in the Fall of 1952 and again sent him to the Philippines where he served some 16 months, participating in the construction of Cubi Point Naval Air Station. He was discharged as a Lieutenant Junior Grade in January, 1954.



TOM OWENS, JR.

In his position with Texas Bitulithic Company Tom has supervised the construction of underground utilities, bridges, and paving on expressways, streets and airports.

Tom, his wife Neva and their two children, Pamela and John live in Dallas at 6802 Blessing Drive.





TOP HAND AWARD WINNERS receive trophies from Felix Harris, left, Chairman of the Membership Committee. First this year to make requirements for the awards were, left to right, Ned Meyerson, Nat Ryan, Jerome K. Crossman and Jack Wantland.

Oil

Frankfort Oil Company, P. O. Box 747; C. M. Bennett and H. H. Mack (John Smith).

Magna Oil Corporation, Life of America Bldg.; Vernon Howell (Jim Randolph).

Cary M. Maguire, 2706 Republic Bank Bldg. (J. T. Mayfield).

Wolfson Oil Company, 1222 Davis Bldg.; Reuben I. Wolfson and Sam Wolfson (Arthur H. Stern).

Howell, Holloway & Howell, Life of America Bldg.; G. B. Howell and Richard E. Howell (Jim Randolph).

Automobiles, Sales and Service

Clesi Sinclair Service Station, 5235 W. Lovers Lane; B. Clesi (Jerome K. Crossman).

Daffy Dean Humble Service, 5110 W. Lovers Lane; Paul Dean (Walter Bull).

Love Field Auto Supply, 6642 Lemmon; Jim Eylar (Nat Ryan).

Manufacturing and Processing

Century Water Softener Company, 4704 Greenville; C. C. Martin (Jack Wantland).

Ons Aircraft & Manufacturing Service, 3145 S. Rock Island; Christino Alvarado (Ned Meyerson).

Parks Iron Works, 2720 Sylvan; S. Cooper Parks (Admiral A. C. Olney).

William B. Schieffer Studio, 2419 Stutz Dr.; Wm. B. Schieffer (Frank Adams).

Century Manufacturing Company, 215 Henry; H. P. McEvoy and Tym Seay (Jack Wantland).

Cummins Chicago Corporation, 2909 Maple; Fred E. Wood (Arthur H. Stern).

Dallas Greeting Card Company, 411-B N. Akard; Hugh E. Moore (Jack Wantland).

Harvey Hubbell, Inc., 1111 Dragon; J. D. Martin (Nat Ryan).

J-D Tool & Engineering Company, 1400 S. Akard; Lee D. Thompson (Admiral A. C. Olney).

Ike Fallas, 1315 N. Peak (Hank Starke).

Park-O-Mat Manufacturing Company, 2000 S. Akard; Ira Allstadt (Jack Hospers).

Commercial Tooling Company, 2110 W. Main, Grand Prairie; Joseph W. Edwards, Wylie Stufflebeam and J. Ratcliff (Admiral A. C. Olney).

Dantzler Steel Works, Inc., 650 Ft. Worth Ave.; W. M. Dantzler, Mrs. Olean Dantzler and M. T. Worley (Bill Conklin).

Real Estate

Stroube Realty Company, 372 Casa Linda Plaza; Col. Esthel O. Stroube (John Smith).

Dallas East, Inc., 2331 Gus Thomasson; Hubert Harrison (Frank Adams).

Transportation Companies

Sentinel Travel Bureau of Dallas, 724 ICT Bldg.; Fanny Lepawsky (Roger P. Ringler).

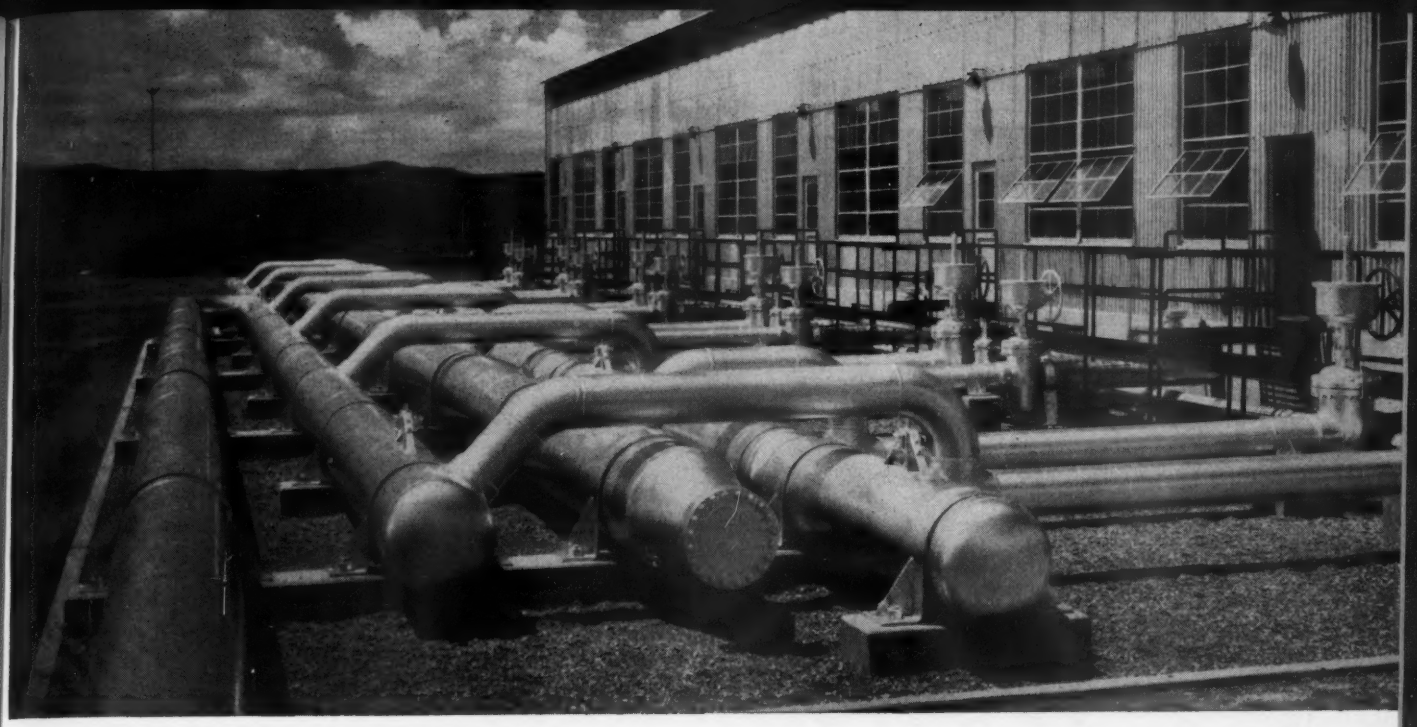
(Continued on Page 72)

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Banks-Burney Co.
Barr, John A., Co.
Barrett, Arthur E. W.
Basham Insurance Agency
Bateman Insurance Agency
Beachum, John H., & Son
Beavers, Joe, Insurance
Bettas Ins. Agcy. of Dallas
Bibby, Haughton & Bibby
Binford Insurance Agency
Blanton, Thomas & Co.
Bolans and Bolans
Bomar, Henry H., Ins. Agcy.
Bond, Tom L., Agency
Brannan Insurance Agcy.
Brilling, Abe I.
Burke, John L. & Co.
Burkholder Ins. Agency
Burton & Wilkin
Bywaters Insurance Agcy.
City Insurance Agency
Cochran & Houseman
Coker, M. L., Ins. Agcy.
Coleman, Shelley
Corrigan-Jordan Ins. Agcy.
Cox, George A., & Co.
Cox, George F., & Co.
Cox & Stalley
Crocker, R. H., & Co.
Crossman, G. W., Agency
Crow, Cecil
Crum, Lee, Ins. Agency
Cullum, J. D., & Co.
Davis, Lyn E., Agency
Dean, E. G., & Co.
DeLay, Clyde, Ins. Agency
Dexter, Chas. L., & Co.
Diffey, W. A., Jr., Agency
Down, Frank C., Co.
Duncan, Guy S., Ins. Agcy.
Echols Insurance Agency
Ellis-Smith & Co.
Elmore, Derrill G., & Co.
Faulkner Ins. Agcy.
Ferguson, Tom C.
Fitzwater, Tim, Insuror
Flowers, Russ, Ins. Agency
Fogleman, Wilbur H., Ins.
Francis, Shirley M.
Garrett, Floyd, Co.
Greaves, Sidney D., & Son
Green, Glynn O., Agency
Green, Sidney F., & Ligon
Grinnan, Lewis, Co.
Gulledge, Hal A., Co.
Gump and Gaynier
Hadsell, J. C. & Company
Hall, Howard M.
Hamman, Gaston, Agency
Hardy, R. L., Agent
Harris, Felix, & Co.
Harris & Huffhines Agcy.
Hartley, Walter G.
Henry, E. Cowden
Hogan, Geo., Ins. Agency
Holland, W. M. (Bill) Agency
Holt, J. Frank, & Co.
Hooker, S. H.
Howell, Rouse, Insurance
Hunt, Carl H.
Jackson, A. D., Agency
Jacobs, Joe, Ins. Agency
Jones-Calvert Co.
Jones, Ted, Agency
Jones-West and Johnson
Julian & Cochran
Kaufman, Phil H., Ins. Agt.
Killough, M. N., & Co.
Kirkpatrick-Thompson Co.
Kirsch, August
Kline, W. E., & Co.
Lang, J. Fred, Agency
Lett Insurance Agency
Levi, Chas. A., & Sons
Lindsley, J. W., & Co.
Love Insurance Agency
McClure, Geo. D., Agency
McCormick, Geo. W., Ins. Agency
McElyea, Geo. W., Co.
Mallinson, Fred, & Co.
Mangelsdorf, J. W., Agcy.
Manton, Henry, Agency
Markham, C. M., Ins. Agcy.
Maxson-Mahoney-Turner
Mendenhall, J. S., Ins. Agency
Merritt Insurance Agency, The
Mincer, Sylvan A.
Mittenthal, N. E., & Son
Mohon, J. W., & Co.
Moore, Harry R., Agency
Morrison, Lake Agency.
Munger & Moore
Murchison, Kenneth, & Co.
Murray Insurance Agency
Nash, A. G., Co.
Noel, Dave, Agency
Norwood, Jones W.
O'Beirne, C. B., & Co.
Owen, Arthur L., Co.
Parrish, W. D. (Bill), Insurance Agency
Patrick, C. M. (Pat)
Pearlstone & Elliott
Peavy Insurance Agency
Phelps, Jacques & Co.
Pierce, Fred A.
Prendergast, A. C., & Co.
Priddy, Ross, Agency
Ragland Insurance Agency
Reid, James Y. (Jim) Agcy.
Reilly, Wm., Agency
Reinhardt, L., & Son
Rembert, David, Agency
Rens, Stagg, Agency
Roberts, Wiley, & Sons
Roeder & Moon
Rose & Rose
Rozelle, John H., Co.
Rucker, T. M., & Co.
Sammons, Ed E.
Saxon, Robert E.
Scheid, Max, Agency
Scott, Beverly Ins. Agcy.
Seay & Hall
Shaffer-Dickinson Agcy.
Shaw & Hornberger
Shelton & Bowles
Shelton, Ray, Insurance
Simons Insurance Agency
Simpson & Cathey
Slaton, Jas. B., Ins. Agency
Slay & Co.
Smith, A. M., (Al), Ins.
Smith, Cruger T., Agency
Snell, David M.
Spurgin, Ben., Ins. Agency
Steele-Fonda Co.
Stern, Robert, Ins. Agency
Stewart, Waldo E., & Co.
Susman, Wm., Agency
Doc Swalwell & Associates
Taylor, Roy L., & Son
Teeling Insurance Agency
Thomas & Loving Ins. Agency
Thrash, Howard G., & Son
Troth, S. H., & Co.
Tucker-Manning
Waldman Bros. Ins. Agcy.
Wallace, Jim., Agency
Wallace & Fogarty Agcy.
Walsh, Jim, Agency
Watson-Herring Ins. Agcy.
Weatherford, Bill, Ins. Agency
Whitman, Joe, Ins. Agency
Wilhite Agency
Williams, W. Nicholas
Wilson-Welch Co.
Wimberly, Werth, Agency
Wright Ins. Agency
Wynnewood Ins. Agency

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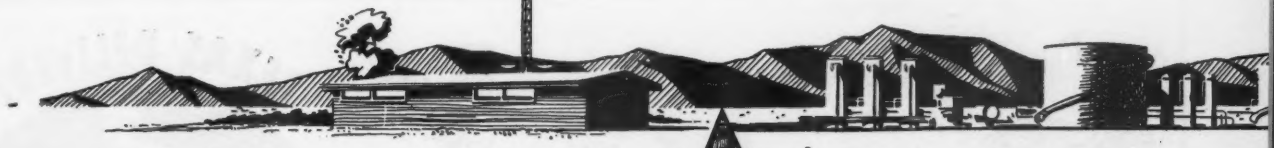


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Dallas
Clubs and Associations

Marcus President of Psychiatric Foundation. The Texas Psychiatric Foundation has elected Edward S. Marcus president and has donated funds from the annual fall drive to the Department of Psychiatry at Southwestern Medical School.

The board of directors also elected Dr. Clarence Hoekstra, first vice-president; James Aston, second vice-president; Earl Hulsey, third vice-president; Mrs. Charles Paine, secretary, and E. Hammond Coffman, treasurer.

The funds donated to the Department of Psychiatry at Southwestern Medical School will be used for the development of teaching personnel and students, under Dr. Robert Stubblefield.

★

Public Relations Group Installs Officers. Mrs. Denny Griswold, publisher of Public Relations News, was the principal speaker before the recent annual banquet of the North Texas Chapter of the Public Relations Society.

New officers were installed for 1957, headed by Ayres Compton, as president. B. J. Pittman of Dallas was named vice-president. Bernard Brister is secretary, and Bobbye Hughes, treasurer.

★

Carter Named Contractors Group Head. A. B. Carter has been elected president of the Mechanical Contractors Association of Dallas, Inc.

In addition to Mr. Carter, the new officers chosen for the group include Sam P. Wallace, vice-president, and James F. Kistenmacher, secretary-treasurer.



BOWLES

Bowles Chosen for Loan Conference. Lloyd S. Bowles, senior vice-president and a director of the Dallas Federal Savings and Loan Association, has been elected president of the Southwestern Savings and Loan Conference. Mr. Bowles was first vice-president of the Conference which consists of nine states: Arkansas, Colorado, Kansas, Louisiana, Mississippi, Nebraska, New Mexico, Oklahoma and Texas. He recently was appointed to serve on the Citizens Rehabilitation Committee for the City of Dallas.

★

Junior Bar Names Officers. Officers of the Dallas Junior Bar Association for the next six months are Jack E. Brady, president; Ben Pickering, first vice-president; Charles W. Hall, second vice-president; Claude R. Wilson, Jr., treasurer, and Chuck Cabiness, secretary.

★

Chiropractic Society Installs Officers. Dr. E. J. Daley has been installed president of the Dallas County Chiropractic Society.

Dr. R. B. Drennan is vice-president, and Dr. Peter Athens, secretary-treasurer.

Miles Named President of Underwriters Group. The Dallas Association of Accident and Health Underwriters has elected John H. Miles of Employers Casualty Company as its president.

Others officers who will take office April first are Ray Bacus of Union Bankers Insurance Company, vice-president in charge of programs; Dave Crockett of Employers Casualty, vice-president in charge of membership; Elmo Lee of Commercial Travelers, secretary-treasurer; Jean Wallace of Commercial Travelers, assistant secretary, and Don McGregor of Union Bankers Insurance Company, publicity director.

★

Industrial Realtors Elect Stemmons. A former president of the Dallas Real Estate Board, L. Storey Stemmons, has been elected president of the Dallas chapter of the Society of Industrial Realtors. The organization is affiliated with the National Association of Real Estate Boards.

Named to serve with Mr. Stemmons are W. C. (Dub) Miller, of Bolanz and W. C. (Dub) Miller Company, vice-president; W. C. Windsor, Jr., president, Windsor Properties, Inc., developers of Brook Hollow Industrial District, secretary; and J. A. McCall, director of industrial development, Texas & Pacific Railroad, treasurer.

★

Murray Cox to Head Agricultural Club. Murray Cox, farm director of WFAA, radio service of THE DALLAS MORNING NEWS, has been named president of the Dallas Agricultural Club.

Other officers elected at a luncheon in Hotel Dallas were: Homer Gibbs, first vice-president; E. E. Bowen, second vice-president; Doyle Love, secretary, and Don Clark, Jack Whetstone, J. L. McNabb, Lawrence D. Smith and Monroe May, directors.

MATERIAL HANDLING EQUIPMENT- RENTING

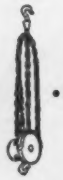

MECHANICAL HAND LIFT

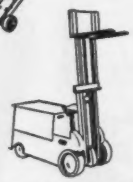

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RI 8-4444

Clubs and Associations

Hammond Named Motors Club President. R. J. Hammond, manager, Buick-Oldsmobile-Pontiac Assembly Plant, Arlington, has been elected president of the General Motors Club of Dallas-Fort Worth.

C. K. Overholser, Pontiac zone manager, was chosen vice-president.

The General Motors Club is composed of top management of all GM divisions operating in the area and currently has 120 members residing in the Dallas, Fort Worth and Arlington areas.

*

Mrs. Kelman Chosen to Head Dallas Real Estate Group. The Dallas chapter of the Women's Council of the National Association of Real Estate Boards has elected Mrs. Ann Kelman as its president.

Mrs. Kelman, a charter member of the Women's Council chapter here and a member of the Dallas Real Estate Board for the past six years, also is a member of the Dallas City Board of Adjustment.

Other new officers of the Dallas chapter include Mrs. Aileen Smith, vice-president; Mrs. Billie Price, seretary, and Mrs. Peggy Patton, treasurer.

*

Refrigerated Warehouses Group Appoints Stevens Chairman. V. C. Stevens, vice-president of Alford Refrigerated Warehouses of Dallas, has been appointed chairman of the warehouse, operations, storage and handling committe of the National Association of Refrigerated Warehouses, national trade association of the public refrigerated warehouse industry.

*

MacKenzie Named to Warehouses Group Committee. R. T. MacKenzie, vice-president and manager of the United States Cold Storage Corporation of Dallas, has been appointed to the legislative committee of the National Association of Refrigerated Warehouses, trade association for the refrigerated warehouse industry.

*

Messina Heads Photographers Association. John Messina has been named president of the Dallas Professional Photographers Association.

Elected to serve with Mr. Messina are George Drews, commercial vice-president; Tom D'Aquino, portrait vice-president; H. B. Geralds, treasurer, and T. L. Rudd, secretary.

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OTIS has greatly expanded the engineering and research facilities of its recently acquired subsidiary, the BAKER-RAULANG COMPANY, Cleveland, Ohio. The product line has been broadened. It now includes a complete range of GAS and ELECTRIC Fork Trucks and an exclusive line of GAS and ELECTRIC side-loading Traveloader® Trucks, also Crane and Platform Trucks. You can now look to OTIS and BAKER for progress in horizontal materials handling.

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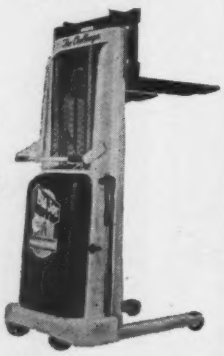
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Clubs and Associations

Malone Named to Real Estate Committee. Frank H. Malone, Jr., has been named to the Build America Better committee of the National Association of Real Estate Boards, and Mrs. Martha Carlson has been appointed to the educational committee. Chosen to serve on the national organization's license law advisory committee was Roy Eastus, while Bud Miller was named to the Multiple Listing Service group. Bob Hardy was named to the realtor committee, and R. C. Hawley was chosen to serve on the advisory group of the Realtors Washington Committee. In addition to these six appointments, the Dallas Real Estate Board selected Frank A. Larson as regional vice-president for Dallas active members of the Texas Real Estate Association, and named Ed Rogers of J. W. Lindsley Company to serve in a similar capacity representing associate members, or sales personnel, of the Dallas Real Estate Board.

*

Register Named Assessing Association Official. Norman Register, director of the city's Department of Revenue and Taxation, has been named vice-president of the National Association of Assessing Officers.

Mr. Register has been a tax assessor-collector for 28 years and has held his present position since 1950. His office boasts one of the highest percentage collection records in the United States for cities of comparable size.

*

Wicker Heads New Lions Council. Dave Wicker, Jr., of Dallas, has been elected first vice-president of the Texas Lions International Counsellors Association, recently formed at Longview.

The new organization is made up of approximately 150 International Counsellors, representing about 854 Lions clubs in Texas.

*

Dealey Heads Memorial Press Committee. E. M. (Ted) Dealey, publisher of THE DALLAS NEWS, has accepted appointment as chairman of the publication committee of the Sam Houston Memorial Association.

Roderick J. Watts, managing editor of the HOUSTON CHRONICLE, is president of the memorial association, which was organized last month. Its aim is to develop the Sam Houston Shrine at Huntsville into a memorial worthy of Texas and the hero of San Jacinto.

Sam Acheson, an editorial staff writer for THE DALLAS NEWS, is vice-president of the association.



HARTFELDER

Hartfelder Named Dairy Council Officer. H. E. Hartfelder, president of Oak Farms Dairies, has been elected first vice-president of the National Dairy Council, a non-profit research and educational body devoted to improving national health through a better understanding of dairy foods and their uses.

Mr. Hartfelder also was elected to the Council's board of directors. He is the only Texan on the 40-member policy-making board.

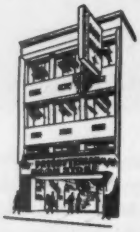
*

Newspaper Group Names Hill President. The Dallas Chapter of the American Association of Newspaper Representatives has elected Hector M. Hill, of the John Budd Company, as its 1957 president.

Other officers named include Sam W. Papert, Jr., of Texas Daily Press League, vice-president; M. C. Via, of Hearst Advertising Service, secretary-treasurer.

Al. W. Howe, of Burke, Kuipers & Mahoney, was chosen national director. Wylie Stewart, of Scripps-Howard Newspapers, H. W. (Bill) Chapel, manager Hearst Advertising Service, and Hector M. Hill were elected directors.

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Clubs and Associations

Broyles Picked for Legal Post. Carl Broyles, 50-year-old Dallas attorney, has been named head of the civil department in District Attorney Henry Wade's office after Commissioners Court approved his employment as an assistant.

Mr. Broyles will head up the department that represents the county in condemnation matters and in all legal matters relating to county business. Opinions on law requested by various county officials will be prepared under his direction.

*

Dallas Realtors Named to National Offices. Five Dallas realtors, including three former presidents of the Dallas Real Estate Board, were elected to national offices during the recent convention in St. Louis of the National Association of Real Estate Boards.

Lyn E. Davis was elected a director of the Association, and Mrs. Ebby Halliday, currently serving as regional vice-president of the Women's Council, was chosen national president of the council.

Henry S. Miller, Sr., was elected to serve his second three-year term as a member of the board of governors of the American Institute of Real Estate Appraisers. His son, Henry Miller, Jr., was named chairman of the commercial properties committee of the National Institute of Real Estate Brokers.

Mrs. Florence Willess, retiring president of the Dallas chapter of the Women's Council, was re-elected to the directorate of the National Realtors Fliers Association.

*

Senate Club Elects Pacquette President. Raymond Pacquette of Dallas has been elected president of the Senate Club of Dallas.

The Senate Club, oldest speakers' club in Texas, is composed of men living in Dallas, Fort Worth, Waxahachie, Irving and Lancaster.

Other new officers include Earl Simpson of Dallas, vice-president and Ray A. Sullivan of Dallas, recorder.

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★

31ST ANNUAL STATEMENT

DECEMBER 31, 1956

ASSETS		LIABILITIES	
Cash in Banks	$ 1,609,411.22	Reserve for Losses and Claims	$ 1,941,997.00
U. S. Government Bonds	3,321,330.34	Special Reserve for Liability Claims	4,259,237.58
State, County and Municipal Bonds	10,478,834.68	Reserve for Unearned Premiums	15,494,256.71
Other Bonds	101,429.32	Reserve for Taxes	557,500.00
Stocks (See Note 1)	15,483,555.34	Reserve for Contingencies	1,000,000.00
Real Estate	108,003.00	Other Reserves and Liabilities	398,616.72
Agents' Balances Receivable	3,092,482.20	Capital	2,500,000.00
Premium Notes Receivable	1,210,246.16	Surplus	9,668,754.29
Accrued Interest	111,424.79		
Other Assets	303,645.25		
Total Admitted Assets	$35,820,362.30	Total	$35,820,362.30

POLICYHOLDERS' SURPLUS { December 31, 1956 ..... $13,168,754.29 / December 31, 1955 ..... $13,728,727.54

Note 1—Includes investment of $1,913,189.58 in stock of Security National Insurance Company, a wholly owned subsidiary.

★

ORGANIZED JANUARY 26, 1926

	ADMITTED ASSETS	POLICY-HOLDERS' SURPLUS	NET PREMIUMS WRITTEN
1930	$ 4,863,769	$ 2,663,701	$ 2,799,973
1935	4,169,217	1,937,163	2,708,004
1940	6,824,692	2,457,267	4,595,504
1945	11,121,345	3,474,877	6,204,027
1950	21,397,212	5,459,491	14,920,099
1956	35,820,362	13,168,754	21,028,428

EDWARD T. HARRISON, *Chairman of the Board* — GORDON S. YEARGAN, *President*

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Dallas SPORTS

Building of Softball Fields Approved. The Dallas Park Board has appropriated $20,000 to build four more lighted softball fields, to make a total of 43 in the park system.

The new lighted diamonds will be in Crown Hill Park, Northaven Park, Deerpath Park and Beckley Heights Park.

*

Dallas Boat Club Opens. Dallas Corinthian Yacht Club, successor to the Dallas Sailing Club at White Rock, has been formally opened at Lake Dallas on Burrus Point, off what old timers called Nix Slough and the U. S. Engineers renamed Anchor Bell Cove.

The club is located on six acres of land providing a broad view of the middle lake and a cove for boathouses. The clubhouse, a rectangular structure of 2,000 square feet and costing $23,000, is designed for both summer and winter use. A caretaker's house is nearby. And in the cove are 21 individually-owned floating boat houses and a 100 by 20-foot concrete launching ramp.

The club officers are A. Balfour Patterson, geologist, commodore; A. K. Spalding, engineer, vice-commodore, and Hugh Jamieson, film man, rear commodore.

*

Jim Krebs Wins Titles. Drawing enthusiasm from national sports writers, a feat which parallels sinking a basket from center, SMU's Jim Krebs wracked up nominations and honors from all over the country this month.

The six foot eighter now ranks the title of SMU's first All-American basketball player after being named to the nation's first team by sports writers of the National Editor's Association and International News Service. Krebs also earned a number one berth on the Basketball Writers Association-LOOK Magazine team and the Basketball Coaches Association team. Krebs led the list for the Associated Press All-Southwest Conference team.



ALL-AMERICAN KREBS

Future basketball aspirants will have a tough job beating the big senior's all-time SMU records. He holds the record for most points to a game (50); most points to a season (624) and most points to a career (1755). In field goals his marks are: game, 20; conference season, 109; full season, 231; and career, 670. In free throws; game, 15; conference season, 72; full season, 158 (tied with Bobby Mills); and career, 413. Rebounds for Krebs amount to: game, 21 (tied with Joel Krog); conference season, 157; full season, 313; and career, 840.

Recognition for his outstanding record came to the popular SAE when he was named Dallas County Sportsman of the Month by the Chamber of Commerce Athletic Committee.

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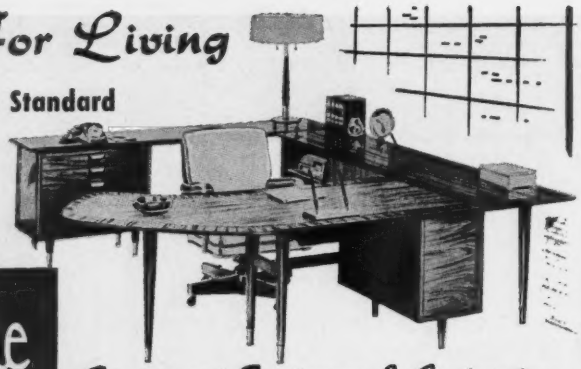
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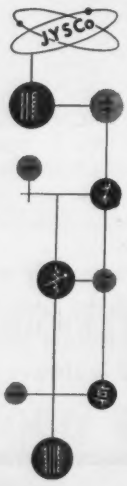
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Dallas HONORS and AWARDS



LATIMER

Brotherhood Citation Presented to Latimer. The National Conference of Christians and Jews has presented J. L. Latimer, Dallas oil company executive, civic leader and churchman, with a National Brotherhood citation.

Mr. Latimer, an active layman in the Catholic Church, is president of Magnolia Petroleum Company and chairman of the board of Magnolia Pipe Line Company. He also is a director and past president of the Dallas Citizens Council, a director of the Republic National Bank of Dallas, the Southwestern Life Insurance Company and Texas Utilities Company.

Former honorees are Thomas E. Braniff (posthumously), Ben H. Wooten, John W. Carpenter, Fred F. Florence, John E. Mitchell, Jr., and Karl Hoblitzelle.

*

Julie Benell Named Award Winner. Julie Benell, WFAA-TV's director of women's activities and foods editor of THE DALLAS MORNING NEWS, has been named a winner in the recent Grocery Manufacturers of America, Inc., contest.

personnel

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Miss Benell was one of three women in the television field to be awarded a Certificate of Honor for outstanding achievement in demonstrating food processing and preparation to her viewers.

The winning entry, shown on the "Julie Benell Show," consisted of three films, covering the processing steps performed in marketing three basic foods — bread, milk and meat.

Miss Benell was the only winner from the Southwest in the contest, which was opened to the field of television for the first time this year.

*

Dallas Plant Gets Safety Award. The National Safety Council has presented its Award of Merit to the Dallas plant of the Ruberoid Company, located at 2600 Singleton Boulevard, for its excellent safety record.

The local plant qualified for the award because of its injury-free period of 1,107,461 man hours from March 16, 1956 to September 30, 1956.

H. R. Mesler, Jr., New York City, safety director of the Ruberoid Company, was the principal speaker at the award presentation ceremonies.

Scholarship Winner Named. John Lazich, junior in the Southern Methodist University School of Music, has been awarded a $500 scholarship from the William Collier Memorial Fund, Dallas Federation of Music Clubs.

The Dallas student is a composition major and pupil of Dr. Jack Frederick Kilpatrick. He was a winner of the young composers contest sponsored by the federation in the 1955-56 season.

The federation will sponsor a second young composers contest with winning compositions to be presented by outstanding artists in the Dallas Public Library auditorium May 6, during National Music Week.

*

Hospital Council Honors Caruth. W. W. Caruth Jr., Dallas philathropist, was the first person since 1952 to win the Dallas Hospital Council Award.

Caruth's contributions to Dallas medicine include Dallas' first electronic blood cell counter; the first Antweller microphoresis machine for study of blood dyscrasias; the first electromyograph for clinical use in diagnosing muscular disorders, and the first movie attachment for advanced fluroescopic studies.

The Dallas man, whose avocation is health projects, has also made possible pediatrics laboratories at Southwestern Medical College and Children's Medical Center; pathology research and research in the radiology department at Southwestern Medical School and the Texas Irradiation and Tumor Institute.

*

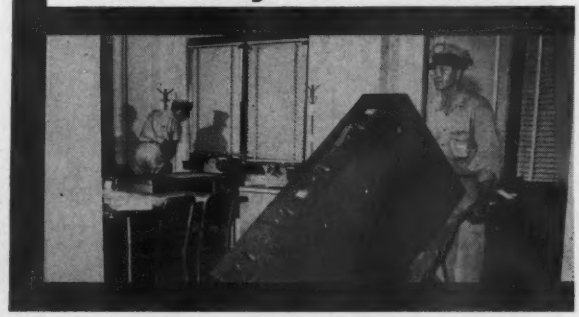
Shearith Israel Honors Kaplan. Sherman Kaplan has received the Shearith Israel Brotherhood's annual award for outstanding community service.

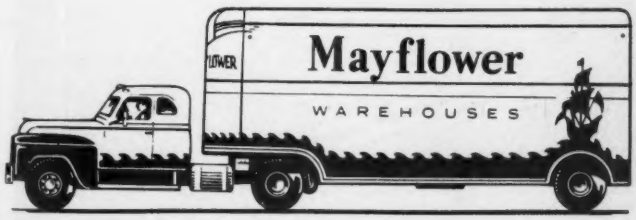
A former lawyer who is now associated with the American Paper Stock Company, Mr. Kaplan is vice-president of Jewish Welfare Federation. He was educated in Dallas public schools, University of Texas, Southern Methodist University and the Columbia Graduate School of Law.

*

Citation of Merit Awarded Beasley. The Muscular Dystrophy Associations of America have presented a Citation of Merit to Theodore P. Beasley, president of the Republic National Life Insurance Company, Dallas.

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Dallas SHOWS

Builders Take Active Interest in Home Show

More active participation by the Dallas home building industry than at any previous time in its 11-year history will be a major factor in the 1957 Greater Dallas Home Show now being planned for April 28-May 5 in State Fair Park's General Exhibits building.

W. J. Chambers, chairman of the Home Show committee for the sponsoring Home Builders Association of Dallas County, says scores of association members, representing the largest builder interest ever, will actively exhibit in the big exposition that will attract more than 100,000 visitors during its eight-day tenure.

All told, some 300 exhibits will tax the capacity of the General Exhibits building, and will include the newest ideas and products in actual home building, home building materials, home furnishings, home appliances, home decorating, and home financing and planning.

It literally will be a '1957 Prevue of Homes' for Greater Dallas and the entire Southwest market area.

Chambers reports that the sponsors want to make the 1957 Home Show the 'most complete from a home building aspect in its 11-year history.'

"We want the individual visitor to the show to be able to talk with the individual builder," Chambers says. "So we're going to have information on house plans, mortgage requirements, product information and the like incorporated in scores of exhibits from custom builders to the major project builders. We want the person interested in buying a home to be able to get complete information at the show."

As a result of stimulated home builders' interest, exhibit space already is at a premium for the 1957 exposition which promises to be the largest in history. Remaining display space is being reserved through National Home Shows, Inc., in Walnut Hill Shopping Village.

The big exposition attracts exhibitors of national status as well as regional and local and has shown a steady incline in attendance since its origin here in 1946. It reached a crowd peak last year of 119,000 spectators.

In addition to the wide variety of displays, the show always offers outstanding stage entertainment attractions and some $15,000 in cash and booth awards to visitors. Exhibit doors open at 2 p.m. on Saturday and the two Sundays, but during the week the show is confined to evening hours.

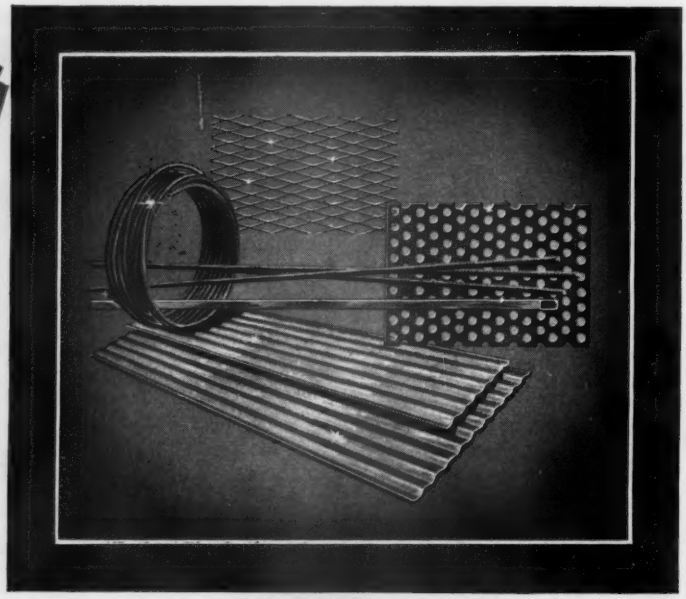
From its Dallas origin, the Home Show idea has swept the nation and Southern Canada. Producer of the Dallas event is a Dallas-based company which originally launched the affair here and now produces some 30 major expositions in the two nations.

This is National Home Shows, Inc., headed by Grover A. Godfrey, and the Godfrey shows now stretch from Tacoma, Washington, to Springfield, Massachusetts, and up into Calgary and other Canadian cities.

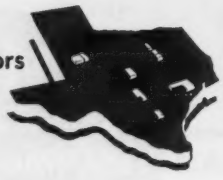
Each show has its own manager and sales staff, but the production and promotion 'know how' come from the Dallas headquarters of National Home Shows and many thousands of dollars are poured into advertising and publicizing each event to insure its success.

The Dallas Home Builders group has sponsored the Greater Dallas show since its inception and this year's chairman, W.

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J. Chambers, is a transplanted Iowan who spent some eight years in the Air Force in two wars as well as considerable time in sales management positions with major appliance manufacturers before entering the home building field here.

Chambers is president of Mecca Homes, Mecca Homes, Inc., and Chambers & Smith, the latter a company interested primarily in commercial construction. Mecca Homes has been concerned primarily with custom-built homes of a contemporary type in the northern part of Dallas County, but Chambers also was interested in the development of a major GI project at Mesquite — Northridge Estates.

Other members of the Home Show committee from the association are O. R. 'Chick' McElya, Roy T. Moses, Horace Butler, J. B. Andrews, Gregory Good, James W. Smith, Herman Loupot, Harold Crossman, Frank LaCoke, Wayne Bennett, Frank Schoeneman, and L. H. Howard.

The association is headed by Joe F. Maberry as president; W. H. Roberts, first vice president; William Gaynier, second vice president; George M. Underwood, Jr., secretary; Leland G. Lee, Jr., treasurer; and Herbert DeShong, executive secretary.

Directors include J. B. Andrews, James W. Bailey, Henry C. Bennett, Wilson H. Brown, W. W. Caruth, Jr., M. C. Cole, William Gaynier, Robert J. Gump, Leland G. Lee, Jr., Tom Lively, Joe F. Maberry, Avery Mays, Hal McGraw, W. H. Roberts, Bob Satterfield, Harold F. Smith, James W. Smith, Vernon S. Smith, George M. Underwood, Jr. and Alden E. Wagner.

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The Big Job is Under Way

The year was 1806, the place a primitive trail leading west across the Appalachians. The lead driver of the covered wagon train shook his head in disbelief. There, in the midst of the wilderness, a gang of laborers was clearing the road of rocks and fallen trees. The incredulous driver called over to ask who had sent them here. When he found out he was even more astounded—they were federal employees, sent to smooth the way for the settlers and their wagons. It was the United States Government's first major experiment in road building.

Just 150 years later, in Washington, D. C., an event took place that gave dramatic evidence of how far we have come in our determination to travel in comfort and in style. On June 29, 1956, President Eisenhower signed into law a Federal Highway Act which, in size, cost and economic and and social impact, bids fair to dwarf into insignificance every previous public works program in the history of the country.

The most important phase of the Act provides for the construction of a new Interstate System—41,000 miles of high-speed highways in a network extending from border to border and from coast to coast. Two, four, six and eight-lane roads (depending on present and predicted volume of traffic) will link all but 23 of the nation's 232 cities of more than 50,000 population.

Dallas, an interstate highway hub, will be among the first, if not the first, city in the nation to enjoy the fruits of the Federal Highway Act.

Work is far along on U. S. 77 (Stemmons Expressway) which will connect with the super highway construction already completed north from Farmers Branch. When the new Federal Highway program is completed, Highway 77 will offer freeway type construction from Brownsville to Minnesota.

The portion of Highway 77 now under construction is the section running from 8th Street in Oak Cliff, through the master interchange of Highways 67, 77 and 80 and the Dallas-Ft. Worth Toll Road. From the interchange the freeway runs northward through the Trinity and Brook Hollow industrial districts to a point South of Bachman Lake.

The freeway will cross the Trinity on two bridges, one under construction, and the present Cadiz Street Viaduct.

Other Dallas highways which will receive 90% Federal aid will be N. S. 67 to the East, U. S. 75 to the South, U. S. 80, and a new bypass loop beyond Loop 12.

Several other key highways into Dallas will come under Federal Highway bill provisions for 50% Federal aid. . . U. S. 175, State 114, State 183, State 356 (which will link 77 to 183), State 78 and State 342.

Safety will be a prime consideration of the new network. There will be no stop lights or stop signs; few, if any, sharp curves or steep hills, and — except in sparsely populated areas—no grade crossings. Instead of stopping at city limits and funneling their cars and trucks into already congested streets, the new roads will bypass or pass through them, providing for an uninterrupted flow of traffic. Every safety factor that advanced engineering can devise will be built into the new system.

Aesthetic standards will be high. For the first time it will be possible to travel to any state of the Union on uncluttered, tastefully landscaped highways. Stores, restaurants and other commercial establishments will be limited to access or "feeder" roads. Conveniently spaced exits and interchanges will permit the motorist to drive off the main route at frequent intervals to buy anything from dinner to a tankful of gasoline.

The need for such a system has long been apparent to anyone familiar with the increasingly congested traffic conditions of the past ten years. To a large extent this situation can be traced to World War II, when shortages of labor and materials brought highway construction to a virtual halt. Since then, federal, state and local authorities not only have had to make up for lost time, but, in addition, attempt to keep up with the skyrocketing production of cars, buses and trucks. And, until now, the task has simply been too much.

It is not difficult to see why. On December 31, 1946, there were 34,373,000 motor vehicles registered in the United States. Today, ten years later, that figure stands at 65,275,000—an increase of almost 100 per cent. And, as an indication of what highway planners must face in the next decade, experts predict that, by 1966, total registrations will reach 84,000,000!

Catching up with the needs of the present and preparing for those of the future will be a gargantuan task, one that will call for huge expenditures of time, money and manpower. Under the new Highway

DALLAS' STEMMONS EXPRESSWAY (U.S. 77) was the second project in the nation to be authorized under the Federal Aid Program.



Act, $25 billion in federal allocations are to be spent during the next 13 years on the Interstate System. For their part, the states will be required to match every $9.00 of the United States funds with a dollar of their own, bringing the total to approximately $27.8 billion.

All of this is over and above the regular program of federal highway aid, which the new Act will continue for three more years, and which Congress almost certainly will provide for after that time. It is estimated that the combined cost-federal and state-for carrying out the entire federal aid program during the next 13 years will come to approximately $51 billion. Then there will be the normal expenditures for roads and streets which are not on any federal aid program. These are expected to come to at least as much as those for all federal-aid roads, which means that the over-all total cost for *all* roads during 1957-69 will be well in excess of $100 billion.

Who is to pay for this huge undertaking? The Government's share of the check will be picked up by owners and operators of motor vehicles.

Federal taxes on motor fuels, tires and trucks have been increased to bring in approximately $13.5 billion in new revenue during the next 16 years. Added to this, there will be some $25 billion coming in over the same period from already existing Federal automotive taxes. As for the states, each has its own method of raising funds, but here, too, the motorist will pay all or most of the cost through levies on gasoline and other automotive products.

This is a big bill (exceeded in our entire national history only by the cost of World War II), but the benefits it brings will be big, too. At its peak, it is estimated that the program will provide 441,000 jobs in road construction work alone. This does not include the workers who will find employment in the major supplying industries, such as steel, asphalt, and construction machinery. Nor does it begin to account for the innumerable jobs that the program will open up as a result of plant and residential construction along thousands of miles of the new roads. Directly or indirectly, almost every section of the American economy will feel the surge of expansion thus set in motion.

During 1957 alone, the program will require 3.33 million tons of steel. In this single 12-month period it will consume 8.73 million tons of asphalt and tar, 908 million gallons of motor fuels and lubricants, and 124 million pounds of explosives. The demand for lumber will come to 492 million board feet, in addition to 146 million board feet of timber piling.

Over the entire 13-year period, these figures will reach astronomical proportions. The total consumption of steel alone will come to 48.74 million tons. The Bureau of Public Roads estimates that highway construction of all types during the 13-year period of Federal Aid Program will involve an average of 110 million barrels of cement a year, while the petroleum industry must supply 127 million tons of asphalt and tar and more than 13 billion gallons of motor fuels and lubricants.
will come to 48.74 million tons. The Bu-

Meanwhile, manufacturers of road-building equipment will be turning out tens of thousands of tractors, trucks, graders, scrapers and similar machines.

In a single year, the new system will require more than five million gallons of paint, 79,000 tons of clay pipe and tile, and more than 900,000 traffic signs.

This tremendous consumption of materials will put a heavy drain on some basic supplies, but there will be no shortage of asphalt. "The petroleum industry," according to Thomas M. McGarey, vice president and general manager of the asphalt department of Cities Service Oil Company, "is geared to double its present annual production tonnage of asphalt without expansion of facilities."

And a spokesman for the cement industry told DALLAS that no cement shortages are anticipated as far as the program is concerned.

Inevitably almost every segment of American industry will benefit directly or indirectly from the vast highways program, and the greatest economic effect will be realized when the highways are put into use, stimulating traffic movement throughout the nation. Yet the prime purpose of the new highways is not economic, but physical. From the settler in his covered wagon to the Sunday driver in his convertible, Americans have been restless, impatient, eager to be on the move. At last, to millions for whom the freedom to travel is both a necessity and a joy, the future is bright indeed. No more steep-grade hills and hazardous curves, bumps and potholes, honking horns and crawling cars. The thrill of the "open road" will return again, and with it will come the thrill of going anywhere and everywhere in comfort and relaxation.

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TRANSPORTATION

Monorail — On Its Way

Since the installation of Monorail at Dallas' Fair Park, for the 1956 State Fair of Texas, thousands of people have climbed to the ultra modern loading platform and paid a quarter to ride several hundred feet on the single suspended coach.

Indeed, the monorail proved so popular with 1956 fairgoers that, in spite of its late opening, it proved to be the Fair's largest paid attraction.

But all the riders haven't been joy riders. Businessmen and transportation officials from all parts of the U. S. and several foreign countries have come to Dallas to look over the Fair Park installation.

Quite recently a government delegation of French officials journeyed here to see and ride Monorail with the possibility in sight of a major installation in that country to help solve its transportation problems.

Even more promising is the possibility of a 400-mile monorail line in British Columbia. The overhead line would solve the problem of all-weather ground transportation into the area known as the Rocky Mountain Trench. Swedish financier Axel Wenner-Gren is negotiating with the Canadian government for timber and mineral exploitation rights in the area which is about the size of Ohio.

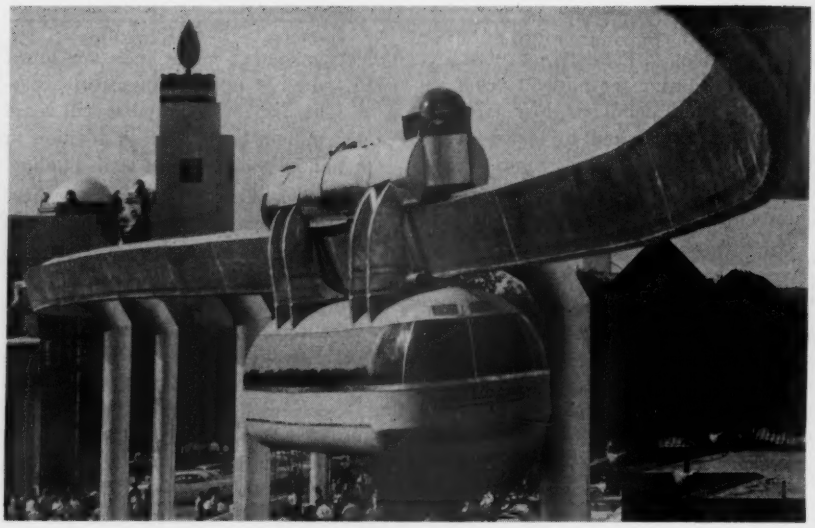
U. S. NEWS AND WORLD REPORT predicted in the March 1 issue that a survey of the area including the monorail line would begin immediately, and reported that a total investment of over 2 billion dollars in Swedish, Canadian and British capital may be involved.

Monorail officials in Dallas would not comment on the report, but hinted an announcement was forthcoming.

But the thousands of persons who have ridden Monorail in the past few months are interested in another kind of commercial use . . . namely commercial monorail in local and interurban transportation.

On the interurban side, the Dallas-Fort Worth line, contemplated for some time, has been delayed for lack of needed right-of-way, but officials of the company are studying available and feasible routes.

In the local transit picture are installation contracts being considered or negotiated in such cities as New York, Chicago, Cleveland, Louisville, Norfolk, Miami, Washington, D. C., and New Orleans, as well as Canadian and other foreign cities.



DALLAS MONORAIL NO. 1
From the sidewalks of Paris to the Rocky Mountain Trench.

In connection with the present installation, Monorail president Murel Goodell says that a new type train will be in operation at Fair Park some time this summer. The twin coaches will seat 144 people compared to the present coach which seats 67, and the propulsion system will be changed from the present combustion engines to dual electric engines especially designed for Monorail by General Electric. The new engines will pack enough horsepower to drive the train at speeds in excess of 125 miles per hour on a straightaway.

Still another feature of the new coaches will be all-weather conditioning for summer cooling and winter heating.

The Aluminum Corporation of America is eyeing the State Fair installation as a possible utilizer of aluminum throughout its construction. Though no contract has been signed, there is a possibility that ALCOA will furnish the materials for everything from coaches to pylons for the proposed extension of the State Fair line across the parking lot to the Livestock Pavilion. Aluminum construction would eliminate any possibilities of corrosion in addition to lowering construction and maintenance costs.

Little is known of the construction, application, or mechanics of Monorail by the average person, but on riding the State Fair installation the individual learns that the coach weighs 37,000 pounds and rides along its suspended rail 27 feet above the street level. It glides along the single track on 28 pneumatic tires consisting of eight power-driven wheels and 20 guide tires, which hold the coach firmly on rail bed.

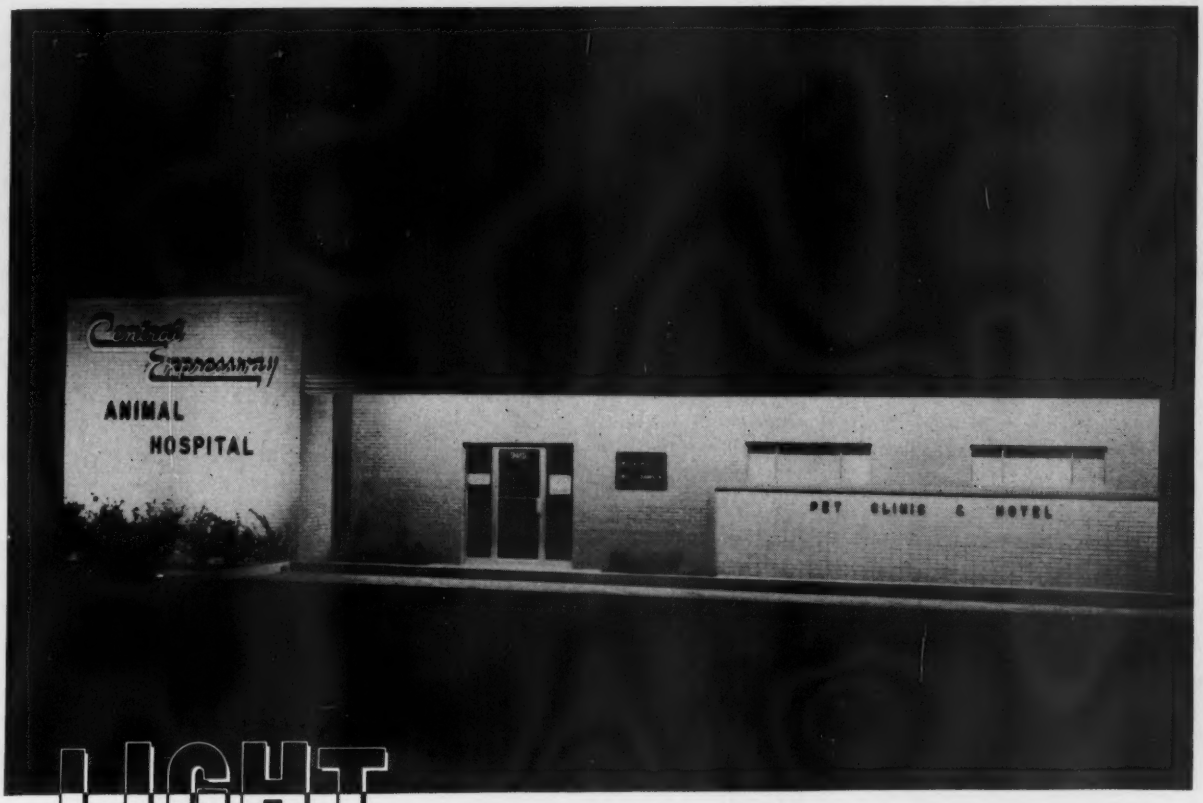
The pylons, or inverted J-towers are embedded in 15 feet of reinforced concrete. Dual air brakes are part of the system and provide insured safety as do the steel wheels paralleling the rubber tires, which take over in the vague possibility of a blowout, without the transition of rubber to steel being noticed by a passenger in the coach.

The single track Monorail is an offshoot of the original suspended transportation unit installed in Wupperthal, Germany, in 1903. The German installation has been operating daily for over 53 years. In all more than 90,000,000 passengers have been carried since its construction without one fatal accident.

Designed for intra-city and interurban travel, Monorail offers as little obstruction to surface travel as possible. It is not meant to replace present modes of transportation but rather to complement them. The necessary pylons, which take up only a few feet of right-of-way, can be placed along the edge of a sidewalk or on the islands in the middle of a highway. It is also completely adaptable for travel over rough terrain since a perfectly level surface is not necessary in its construction.

In the ideal urban-to-suburban construction, parking lots would be conveniently placed near the suburban station, enabling commuters to park their cars and make a fast trip downtown for a comparatively small fare.

On interurban trips, surface transportation time can be reduced by 50% or more. The run between Dallas and Fort Worth via Monorail would take approximately 17 minutes as compared to the present driving time of one hour or more, and the expected driving time of 33 minutes on the Dallas-Fort Worth Toll Road.



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W. E. Loftis Construction Company, 6035 Royal Lane; W. E. Loftis (Harry Crutcher).

Kelley-White Company, 4146 Rosa Rd.; J. M. White, Jr. (Tom Owens).

Fereday, Inc., 6126 Wyche; Maurice Fereday (Oliver Erickson).

O. K. Jones Construction Company, 202 N. Greenville, Richardson, Texas; O. K. Jones (Ed Souza).

Better Bilt Homes, Inc., Route 7, Box 493-G; Frank Schoenman (Ed Souza).

Frauman Electric Company, 6010 Wyche; Myer Frauman (Harry Crutcher).

Lyon Engineering Company, 2817 Gaston; George W. Lyon (John Mitchell).

Serve All Company, Inc., 1410 Slocum; Wm. N. Grosvenor (Nat Ryan).

William R. McKee Company, 3215 Royal Lane; William R. McKee (Hank Starke).

Jack Harris, Contractor; 6006 Wyche (Roland Swenson).

Ray Smith Electric Company, 201 Yorktown; Ray G. Smith (Roland Swenson).

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Orb Fabrics Shop, 1912 Main; Albert A. Marcus (Bill Conklin).

Riner's Ladies Fashions and Accessories, 2332 Oates; Mrs. Leo Riner (Tom Sheffield).

Sumner's Ladies Ready-To-Wear, 521 W. Jefferson; Marvin Sumner (Ben Harris).

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Southern Maid Donut No. 3, 5718 Harry Hines; Charles R. Ailshie (Harry Crutcher).

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Hillside Village Barbers, 368 Hillside Village; Joe C. Cowan (Tom Owens).

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Rose Bros. Plumbing Company, P. O. Box 506, Irving, Texas; Thomas H. Rose (Oliver Erickson).

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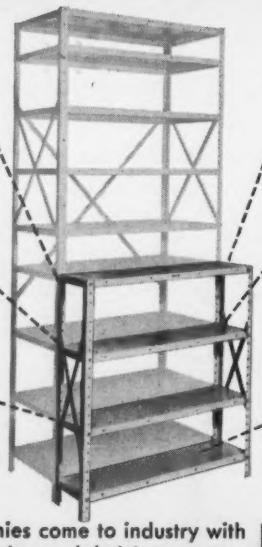
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Production Bottleneck Finds An Answer

Few businesses today can claim immunity from sudden work overloads and backlogs.

Since most organizations fall prey to seasonal or temporary overloads, the accepted policy is to gear the production force to an overall work average creating light periods and heavy periods for everyone within the company.

In spite of the good-natured efforts of all the staff, impossible bogs appear. Too many orders reach a plant at one time; unexpected salvage or assembly operations are required; a stack of custom handwork problems arises.

Suddenly and inadvertently, the company has a temporary but pressing need for a helping hand.

One answer to the problem in Dallas is the recently expanded Contract Department of Goodwill Industries.

Bob Greenwald, new manager of the department, puts it this way: "Our primary objective, of course, is to create more jobs for the handicapped, but we believe we can render a valuable service to the business community by handling so-called 'nuisance' jobs.

"We are not in competition with commercial services. We specialize in the type of job that commercial firms do not want to bother with or are not set up to handle."

One such job, currently on the docket at Goodwill, is the packing of cold patches for Dallas' Better Monkey Grip Company.

Several months ago Monkey Grip was caught in a blank-order pinch, intensified by an inplant shortage of help and lack of room. Rather than hire a temporary force, knowing it would have to be laid off in time, Monkey Grip turned to Goodwill's contract department.

By utilizing Goodwill's contract services for the sedentary job of packing cold tire patches, Monkey Grip freed its own employees for higher production in other divisions of the plant: the manufacture of tread rubber for recapping tires, friction tape, rubber cement, hot patches, rubber floor mats for cars and other rubber products for the automotive trade.

At the same time, the contract department at Goodwill was able to provide jobs for a number of handicapped people who depend on part-time employment. At Goodwill, the handicapped are sometimes limited in the number of hours and even number of days per week that they can work. Contract work like Monkey Grip's makes it possible to rotate workers on a job so that more than a few can benefit from the part-time arrangement.

Contracts at Goodwill are handled on a piece work or hourly basis, depending on the size and nature of the job. Often the department makes a time study of the job before arriving at an equitable unit cost estimate for the customer.

All contract work is under the direction of M. H. Anderson, the department's salaried shop supervisor.

Considered an important part of the organization's rehabilitation program, the contract operation not only creates more jobs for handicapped workers, but enables Goodwill to employ those who can do only part-time work or lighter work than any available in the regular Goodwill workshops.



BOB GREENWALD, manager of the Contract Department, discusses the foil flower project with Mrs. Otha Denison, who helped make decorations for the Statler Hilton Hotel.

Last year job opportunities created by the contract department alone amounted to 75 with 121 handicapped workers employed. With this year's expansion in facilities for assuming more contracts, the department hopes to raise these job opportunities as high as the need may be for all Dallas' handicapped citizens.

Contracts which have been carried out successfully in the past include the salvage and assembly of dehydrator plugs for insurance companies, label applications for letter services and making hat trimmings for a millinery manufacturer.

One of Goodwill's largest and oldest contracts is assembling flight packets and other literautre for Braniff International Airways. Ninety per cent of all the company's packets are now assembled by the Dallas contract department, an average of nearly 60,000 per month.



GOODWILL INDUSTRIES' Contract Department is equipped to handle a variety of assignments. At left, M. H. Anderson, supervisor, talks over contract work for Braniff International Airlines with Miss Mary Dunlap. Working on packaging for the Better Monkey Grip Company, center, is J. B. Terry. Getting set for new work with copper enameled jewelry, right, are Mrs. Marietta Teich, standing, and Mrs. Myrtle Trimm.

Before establishing the contract with Goodwill's department, Braniff was farming the stuffing of flight packets out to regular employees on an in-your-spare-time basis. Output was erratic, efficiency lowered, and the company found itself paying a maintenance man, for example, a high-scale wage for even temporary lower pay work.

One official estimates that under the old system the flight packet assembly was costing roughly twice what Braniff is spending at the present time. And, he insists, the Goodwill people are doing a better job.

The contract department this year is not content to wait for jobs to materialize. It is initiating a new program with copper enameled jewelry, an operation designed to meet special orders along with providing a creative outlet for its workers.

Samples have already been made up, bearing specific insignia or designs, for use at Dallas conventions and meetings. The department is equipped to make cufflinks, earrings and other articles on a job-lot basis.

As the result of last year's success in making metallic flowers and decorations for the Statler Hilton, Goodwill's contract shop soon may be turning them out in volume.

When Miss Jane Cole, Dallas fashion designer, was asked to design Christmas decorations for the hotel, she ran into a production snag with New York manufacturers.

Goodwill's contract department answered her SOS by making over a 1,000 foil flowers which merited high praise from Joseph A. Harper, general manager of the hotel.

Now, large contract negotiations are under way with a New York floral decorator for foil flowers designed by Miss Cole and made by Goodwill Contract Department personnel.

Goodwill's board of directors feels that the potential of the Contract Department is almost unlimited.

Whatever the production problem, Goodwill Industries' Contract Department is eager to serve the Dallas business community. It offers readily available manpower, experienced supervision, reasonable prices, reliable cost estimates and professional counsel which is available for technical assistance.

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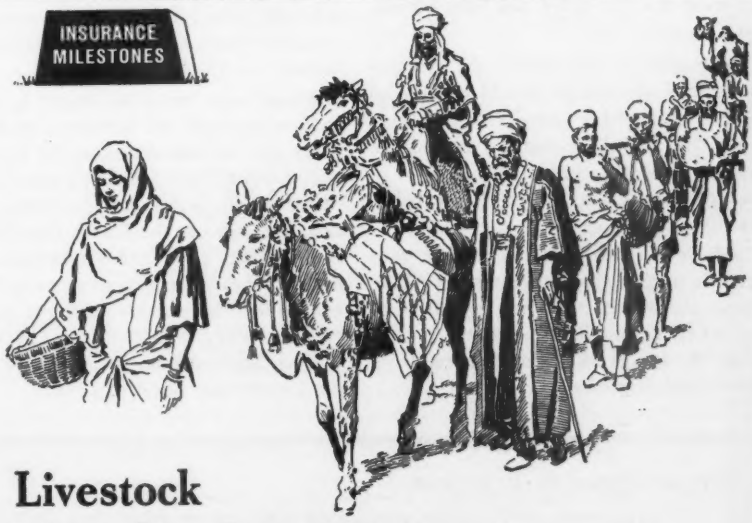
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The Babylonic Talmud shows that in 600 B.C., the leaders of caravans through the desert had firmly established rules of compensation for those whose beasts perished through no fault of their owners. These Jewish laws, made on Babylonic soil, reflected much of the ethics and social life of what then comprised a large part of the civilized world.

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Lange To Concentrate on Chest Trust Fund

Fred M. Lange has relinquished the executive vice-presidency of the Dallas County Community Chest in order to devote more time to development of the Dallas Community Chest Trust Fund.

Succeeding him as operating head of the Chest is William L. Crawford III, whose title will remain executive director. He has been with the organization since 1951.

While Mr. Lange's principal activity will be development of the Trust Fund, of which he has been executive vice-president since its founding in 1953, he will serve as a consultant to Mr. Crawford on Community Chest campaign matters. He also will continue to act as fiscal consultant to philanthropic institutions and organizations, as in the past.

Trust Fund offices have been established in the Community Chest Center at 426 South Akard. The purpose of the Trust is to meet capital needs of social welfare agencies. It is governed by a 7-member board of trustees, elected by the Community Chest board of directors.

B. F. McLain, Trust Fund president, observed that the move had been considered for some time.

"Our trustees have felt for the past two years that Mr. Lange should be free to devote more of his energies to the Trust Fund," he said. "We realized that such a change could not come about rapidly, in view of his long association with the Community Chest.

"However, several of our citizens have recently underwritten development of the Trust, and we believe it has arrived at an important period in its progress, a time when Mr. Lange will need to be free from other responsibilities."



CHARLES S. SHARP, left, who will be general chairman of the 1957 Dallas County Community Chest campaign, is introduced to a gathering of nearly 400 Chest and civic leaders by Frank H. Heller, Chest president.

Bill Crawford, before entering Community Chest work, was with the Trust Department of Mercantile National Bank and later was in real estate. Joining the Chest staff in 1951 as assistant to the executive director, he was promoted to associate director in 1953 and to executive director in 1955.

Fred Lange began his career in social welfare through the Salvation Army 24 years ago in San Antonio. He came to Dallas in 1933 as state public relations director for the Army, became public relations director for the Dallas Chamber of Commerce in 1940, and was chosen Community Chest executive director in 1941. He left the Chest in 1945 to serve as vice-president and executive director of Southwestern Medical Foundation, returning to the Community Chest in 1948.

R. R. Patterson, formerly assistant general secretary of the Dallas YMCA, has been named assistant executive director of the Chest.

Charles S. Sharp, executive vice-president of Fidelity Union Life Insurance Company, has accepted chairmanship of Chest's fall campaign.

Sharp has been active in Community Chest work the past ten years and currently is serving his third year on the board of directors. Last year he was chairman of the citizens budget committee, which studies budgets of all Chest agencies in order to determine the campaign goal. He has been a budget committee member since 1952.

*

Panel on Blind Names Mrs. Williamson Chairman. Mrs. R. B. Williamson, 6120 Mimosa Lane, active worker in the Dallas Delta Gamma Sorority Alumnae sight-screening program for pre-school children, has been elected chairman of the Dallas branch of the Texas Committee for the Prevention of Blindness.

Mrs. Paul Davis, 6611 Park Lane, was chosen vice-chairman.

*

Mrs. Flaxman Heads Girl Scouts. Mrs. Carl Flaxman has been installed as president of the Dallas Girl Scout Council for 1957-58. She has just completed a term as executive vice-president and is also a former secretary.

Other new council officers are Mrs. Edward H. Tenison, executive vice-president; Mrs. G. E. Galbraith and Mrs. Dan H. Womack, vice-presidents; Mrs. G. E. Galbraith and Mrs. Dan H. Womack, vice-presidents; Mrs. Rex Beasley, recording secretary; Mrs. Lester J. Sack, corresponding secretary, and Miss Nell O'Connell, treasurer.

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HAMILTON MACHINERY COMPANY

918 W. COMMERCE ST. Riverside 7-4141 FLeetwood 1-4834 DALLAS, TEXAS

Civic Events

Dallas YW Elects Six to Board. Six newly-elected members of the board of the Young Women's Christian Association are:

Mmes James D. Fowler, W. H. Francis, Al G. Hill, Walter L. Prehn, A. L. Slaughter and Miss Odell Oliver. The board will name new officers and committee chairmen.

*

McDonald to Direct Health Museum. Myrton L. McDonald, Administrative assistant to the director of public health of the city of Dallas, has been named director of the Dallas Health Museum.

A native of Merkel, Taylor County, Mr. McDonald has been a Dallas resident since 1941. He holds both B.A. and M.A. degrees from the University of Texas.

The new Health Museum director is immediate past president of the Texas Public Health Association and a member of its executive board.



ALEXANDER

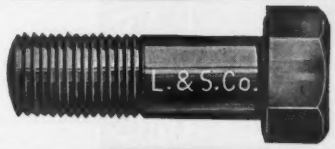
Colonel Alexander Heads Crime Commission. Lieutenant Colonel Bryce Alexander, recently retired intelligence officer, has become managing director of the Dallas Crime Commission, a post that has been vacant since Dan Reynolds left to join the National Safety Council.

Educated at the University of Mississippi, with two years of law, Colonel Alexander also is a graduate of the Army Far East Intelligence School at Toyko, and the Soviet Orientation Course at Oberammergau, Germany. He has served on four continents and in sixteen foreign countries.

The Dallas Crime Commission operates under a nine-point program intended to promote close cooperation between the more than fifty law enforcement agencies operating in Dallas County.

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Cap Screws
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PERTINENT FACTS FROM OUR 48TH ANNUAL REPORT

SERVICE

To new policyowners in 1956	
16,858 contracts for	$108,593,401
To reach a total of 261,826 policies for protection to policyowners of	845,328,897
Payments to policyowners and beneficiaries	
During 1956	9,423,689
During our 48 years	155,488,709

STRENGTH

Admitted Assets	$179,411,121
Principal Asset Items are	
Real Estate, at cost less depreciation	1,123,182
Government Bonds	19,521,358
Municipal and Corporate Bonds	15,187,316
Selected First Mortgages on Real Estate	112,430,763
Corporate Stocks, at Market	7,619,619
Policy Loans	12,170,866
These Assets are Pledged for Fulfillment of Policy Obligations	151,706,095
Additional Protection to Policyowners in excess of our ascertained liabilities	23,917,527

OUR PLANS FOR THE FUTURE

As one of the nation's great life insurance companies, Great Southern will provide security and protection to an ever-increasing number of provident and self-reliant people. And as one of the South's strong and conservative financial institutions, Great Southern will continue to make available money for the economic and industrial growth of the communities where it operates.

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Life Insurance Company
Founded 1909
Home Office • Houston, Texas

DALLAS CERAMIC COMPANY

DAL-TILE
Wall Tile—Trim Tile

DAL-DURA
Floor Tile—Wall Tile—Trim Tile

DAL-DECA
Decorative Wall Tile



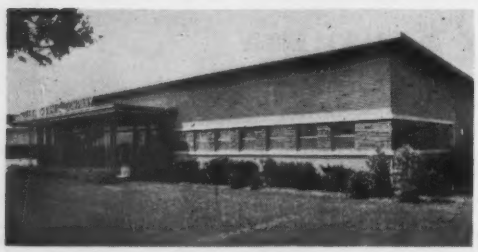
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Dal-Tile Wheel of Color . . . another original Dal-Tile development that actually gives 500 different color combinations, just as they will look when installed.



DALLAS CERAMIC COMPANY • 7834 SECOND AVENUE • DALLAS, TEXAS

Dallas

BANKING and FINANCE



KNOERZER HOGE

Hoge and Knoerzer Become Members of Republic Bank's Executive Committee. William R. Hoge, president of the First National Bank of Pueblo, Colorado, has been elected a vice-president and member of the Executive Committee of the Republic National Bank of Dallas.

Also named to the Executive Committee was Chris G. Knoerzer, a vice-president of the bank since 1947.

A native of Lebanon, Texas, Mr. Hoge graduated from Texas University in 1920 with a Bachelor's Degree in Business Administration. Later, he studied law at New York University. A former vice-president of the Liberty State Bank in Dallas, Mr. Hoge is state vice-president of the American Bankers Association for Colorado, and is a member of the Association of Reserve City Bankers.

Mr. Knoerzer, a native of Clarksville, Texas, attended Southeastern State Teachers College and Southern Methodist University, supplementing this training by further studies through the American Institute of Banking. He joined Republic in 1925, becoming manager of the bank's credit department in 1939. Elected a vice-president in March, 1947, he has been active in Republic's commercial loan department in recent years.

*

Banker Appointed to Law Foundation. Fred Florence, president of the Republic National Bank of Dallas, has been appointed one of seven new directors of the Texas Law Enforcement Foundation.

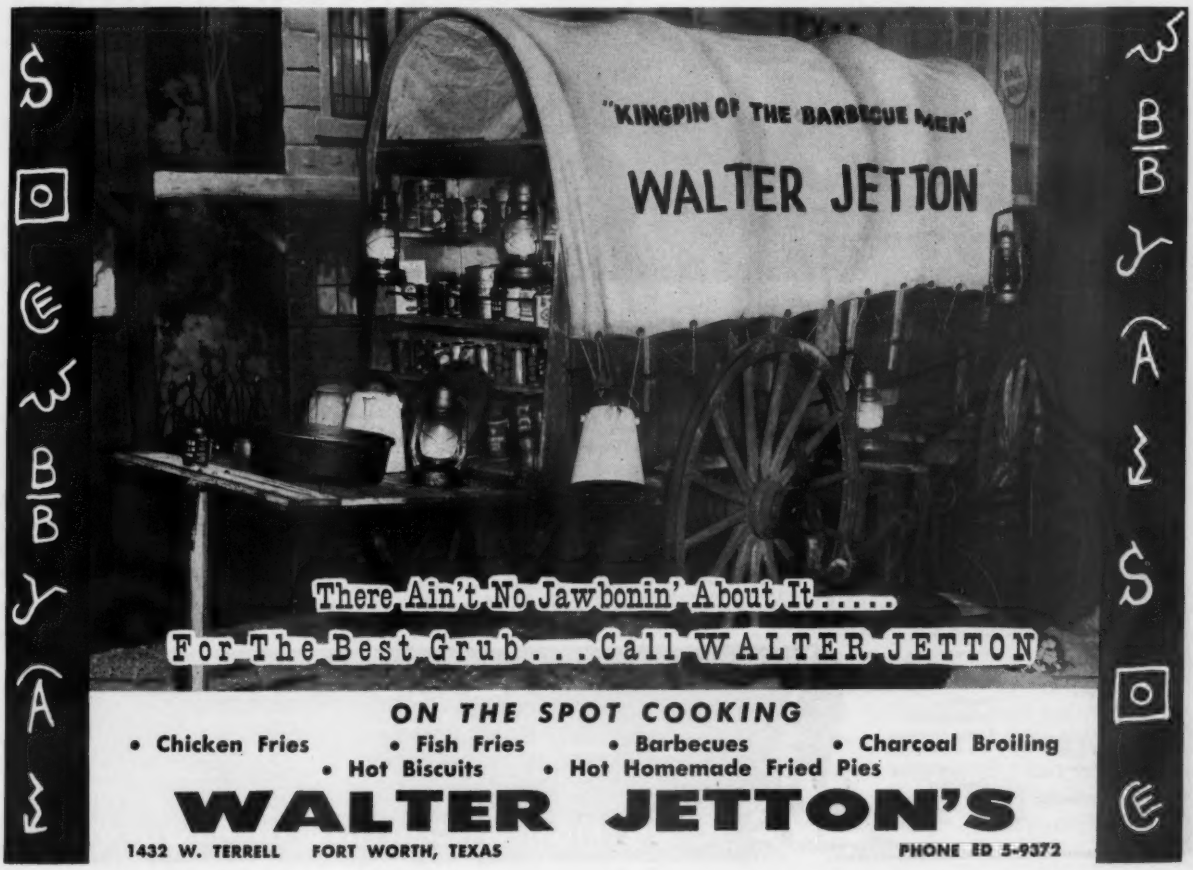
The foundation was formed in 1955 to enlist citizens' support for better law enforcement.



GOODSON

Goodson Chosen as Bank Director. Richard A. Goodson, Texas general manager for Southwestern Bell Telephone Company, has been elected to the board of directors of the First National Bank in Dallas.

Mr. Goodson, a native Texan and graduate of Texas A&M College, joined Southwestern Bell in 1928 and assumed his present position in January, 1956. He is the fourth consecutive Texas general manager of Southwestern Bell to serve on the First National's board over a period of 40 years.



OUR 54th YEAR

Republic Insurance Company

ANNUAL REPORT

DECEMBER 31, 1956

Assets

Cash in Banks and Offices	$ 3,091,648.20
*U. S. Government Bonds	6,936,709.34
*State Bonds	216,235.10
*Municipal Bonds	4,598,480.30
*Public Utility Bonds	3,484.93
*Industrial Bonds	6,648.55
Mortgage Loans	556,070.98
Collateral Loans	1,025,919.43
Savings and Loan Investments	1,877,619.64
†Public Utility Preferred Stocks	876,255.00
†Industrial Preferred Stocks	892,100.00
†Bank Stocks	4,827,729.00
†Insurance Stocks	1,185,446.00
Vanguard Insurance Co. (a wholly owned Subsidiary)	2,196,692.70
†Railroad Common Stocks	50,800.00
†Public Utility Common Stocks	587,800.00
†Industrial Common Stocks	4,115,486.78
Agents' Balances (Not over 90 days)	1,668,585.57
Premium Notes	1,950,264.85
Home Office Building	1,610,950.45
Eastern Department Building	94,493.37
Pacific Coast Department Building	86,093.63
Due from Reinsurers	351,050.53
Other Assets	91,032.32
	$38,897,596.67

Liabilities

Unearned Premium Reserve		$20,411,224.02
Reserve for Losses		599,598.92
Reserve for Taxes		1,049,006.55
Other Liabilities		515,131.86
‡Contingency Reserve	$6,777,474.77	
Capital:		
Preferred $1,500,000.00		
Common 3,900,000.00	5,400,000.00	
Earned Surplus	4,145,160.55	
Policyholders' Surplus		16,322,635.32
		$38,897,596.67

*Amortized
†Value as established by Insurance Commissioners Committee on Valuation of Securities.
‡Represents excess of market value of stocks over cost.
U. S. Government Bonds of the par value of $1,775,000.00 are on deposit with the Insurance Department of various states in accordance with legal requirements.

Highlights of Republic's accomplishments in the past Five years

RATIOS	1956	1955	1954	1953	1952
Losses Incurred to Premiums Earned	37.1	36.8	40.7	39.9	36.6
Expenses Incurred to Premiums Written	50.6	48.6	49.9	48.5	47.3
Combined	87.7	85.4	90.6	88.4	83.9
Total Assets	$38,897,597	$36,990,253	$33,321,181	$29,202,865	$27,123,961
Policyholders' Surplus	16,322,635	15,865,588	13,600,344	10,787,344	10,397,342

Republic Writes Direct Agency Business in the Following States

Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Michigan, Minnesota, Missouri, New Jersey, New Mexico, New York, Ohio, Oklahoma, Oregon, Pennsylvania, Tennessee, Texas, Utah, Virginia, Washington, Washington, D.C., Wisconsin

Republic and Vanguard Write the Following Coverage

Fire, Extended Coverage, Additional E.C., Windstorm, Tornado, Hail, Inland Marine, Physical Loss, Broad Form, Riot, Civil Commotion, Rents, Explosion, Homeowners, Automobile, General Liability, Burglary, Earthquake, Comprehensive Personal Liability, Comprehensive Dwelling

VANGUARD INSURANCE COMPANY

A WHOLLY OWNED SUBSIDIARY

Assets

Cash in Banks	$ 493,494.38
*U. S. Government Bonds	2,543,933.69
*Municipal Bonds	211,423.21
†Public Utility Preferred Stocks	81,500.00
†Industrial Preferred Stocks	189,250.00
†Common Stocks	149,904.00
Agents' Balances (Not over 90 days)	158,225.97
Premium Notes	110,871.44
Other Assets	12,692.66
	$3,951,295.35

Liabilities

Unearned Premium Reserve		$1,148,706.47
Reserve for Losses		509,587.00
Reserve for Taxes		34,700.00
Other Liabilities		26,013.71
Schedule "P" Statutory Reserve		35,595.47
‡Contingency Reserve	$ 28,814.90	
Capital	1,000,000.00	
Surplus	1,167,877.80	
Policyholders' Surplus		2,196,692.70
		$3,951,295.35

*Amortized
†Value as established by Insurance Commissioners Committee on Valuation of Securities.
‡Represents excess of market value of stocks over cost.
U. S. Government Bonds of the par value of $620,000.00 are on deposit with the Insurance Departments of various states in accordance with legal requirements.



REPUBLIC INSURANCE COMPANY

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Pacific Coast Department — 675 South Park View, Los Angeles 57, California

Eastern Department — 170 Fulton Street, New York 38, New York

Central Department — 209 West Jackson Boulevard, Chicago 6, Illinois

Over Half a Century of Progress

Young Men Going Places

Robert Jordon

by Elery Owens

THE story of an executive and his company often parallel each other.

But it's seldom more true than the case of Robert L. Jordan and Varo Manufacturing Company of Garland. They cut their business eye-teeth together, grew up and survived a baptism of fire together.

At 33 Bob Jordan is Varo's Executive Vice President and General Manager. And Varo, which started less than 11 years ago in a garage at the home of its founder, has developed into a design and manufacturing firm doing more than $6,000,000 dollars business annually.

Bob Jordan started from scratch with Varo — he was the first employee. Back from Army service in 1945, this six foot-two native of Red Oak went to work for Varo to get enough money to return to his engineering studies at SMU. He never did. Bob Jordan found he could learn more at Varo.

It was in a classroom that Bob had first met Varo's founder and president — Austin N. Stanton, former electrical engineering professor and head of the Radar School at SMU during the war.

"Varo," says Bob, "started with a professor and a bunch of 10 ex-GI's." They formed the young company's hard-core nucleus, as it stepped off initially as an engineering lab and later branched into manufacturing, turning out the products it designed.

The first product of the garage-laboratory was a voltage power converter. At its new football field-sized plant, Varo now designs and manufactures some 50 products, most of them electronic and most sold to the armed services or major aircraft companies.

Bob is also vice president of Challenger Lock Co. of Los Angeles, a wholly-owned subsidiary that manufactures building hardware.



— Gittings

ROBERT. L. JORDAN

Varo's success came quickly but not easily. It required hard work, doubling in brass — and dedication.

Bob says the big factor was the attitude of its president, Mr. Stanton. He believes there is no such thing as a complete genius or a complete fool; that given a challenge and a chance, a man will measure up.

It's worked for Varo—and Bob Jordan.

He's progressively handled such jobs as: purchase and contract administrator, project engineer, production manager, sales manager — and from 1955 on, Executive Vice President and General Manager.

His — and Varo's — biggest challenge came about a year after he took over this post. Last spring, Varo burned to the ground.

The next morning, on a muddy lawn with plant rubble still smouldering, Bob Jordan outlined plans for reconstruction. A contract for a new plant was let immediately. Twelve days later, partial production resumed within walls that workmen were erecting. A brief 60 days after the disastrous fire, the new plant was finished and the company was back in full operation.

What of the future for both of them? Probably, it's big. With guided missles an actuality and space satellites virtually so, who can say with certainty just how big? Bob admits he doesn't know.

But whatever challenges lie ahead, it's a good bet that Varo and this young executive — who calls himself strictly a "country boy" — will meet them head-on . . . and successfully.

Dallas

MEDICINE

Dallas County may become one of the most polio-free communities in the nation because of an intensive campaign now being waged to urge every man, woman and child to take the Salk polio vaccine.

The campaign, appropriately titled "OK Salk — KO Polio," is sponsored by THE DALLAS TIMES HERALD with full cooperation from the Dallas Polio Chapter and the Dallas County Medical Society.

So far, almost 400,000 persons—nearly half the county's population — have started or are scheduled to begin the three-shot vaccine series as a result of the campaign, which was launched Feb. 3. Most health authorities estimate that if the present trend keeps up, at least three-fourths of all residents here may be fully protected against paralytic polio by the end of the year alone. They believe it is possible eventually to have complete immunization in this area.

Before THE TIMES HERALD decided to spearhead a vaccine campaign, only about ten or fifteen per cent of the population here had received the three Salk shots, even though the polio chapter had waged an aggressive educational drive for more than a year. Among adults, who are particularly susceptible to the vicious type of paralytic polio, the immunization level was even lower. Doctors feared that a polio season perhaps worse than that of last year — when nearly 100 persons were crippled — would hit the city again.

But now they have high hopes that the dread crippler may never get another foothold here.

With daily front-page stories, THE TIMES HERALD has urged Dallas citizends to take the polio-preventing vaccine in any one of three ways: from private physicians, from the city or county health department, (where shots are given free to persons under 20 and expectant mothers) or through mass inoculation clinics in business firms, churches, school organizations, clubs and other groups.

Although private doctors and the health departments reported a tremendous increase in number of vaccinations given, the mass inoculation clinic plan has received by far the biggest response. Nearly 400 of these clinics, ranging in size from 20 persons to more than 15,000, have started or are slated to begin soon. Dallas physicians are supervising all group clinics for about $2 a shot.

Business firms have endorsed the clinic program wholeheartedly. Many large companies that have health departments are offering Salk shots at cost or free. The county's three largest employers, Chance Vought Aircraft, Temco Aircraft and Southwestern Bell Telephone Co., all are holding vaccine clinics. Several large insurance companies and banks also have joined the campaign. The Dallas Chapter of Credit Unions plans a clinic March 30 that will be open to some 80,000 members of 150 credit unions and their families.

Dallas' public school system gave a boost to the campaign by offering use of any school building for a vaccine clinic if an independent school organization would sponsor it. Parent-Teacher Associations and Dads Clubs throughout the city answered this invitation and are now holding public clinics for adults and children.

The school system, in cooperation with the city health department, also is conducting vaccine clinics for children in 45 elementary schools. Dr. George Gray, school health director, says this program may immunize as many as 30,000 youngsters. Clinics in these schools were arranged because of public demand aroused by the vaccine campaign, Dr. Gray said.

Dallas churches, following a belief that they must be concerned with the physical well-being of the community, are conducting clinics by the score. Most of them are open to the general public as well as church members.

Dallas civic, social and service clubs of all sizes are sponsoring Salk clinics for their members. Men's luncheon clubs have been especially active in the campaign. The Park Cities Rotary Club, which held its series of clinics last fall, is believed to be the first service organization in the nation to have such a program. Other organizations, however, were slow about using this plan until the current campaign started.

Many labor union groups also have joined the campaign. One large union headquartered in East Dallas now is making plans to conduct a mass inoculation clinic for members and other residents of that area.

THE TIMES HERALD-sponsored vaccine campaign is believed to be one of the first of its kind in the country. Newspapers in other cities have expressed interest in setting up similar programs. Medical leaders say now that it may be possible to whip polio completely in this generation — with Dallas leading the way.

★

Medical School Receives Cancer Research Grant. The Damon Runyon Memorial Fund for Cancer Research has given the University of Texas Southwestern Medical School and the Southwestern Medical Foundation $20,000 to support a revolutionary ultra-violet television flying spot microscope being developed by Dr. P. O'B. Montgomery of the school's pathology department.

The check was presented for the Damon Runyon Fund by Leslie J. Jacobs, Eugene McDermott and Ray Hubbard, representing several Dallas businessmen who also are supporting the project financially. It was accepted by Dr. A. J. Gill, dean of Southwestern Medical School and Karl Hoblitzelle, president of the Southwestern Medical Foundation.



Medicine

New Atomic Tools to Aid Disease Fight. The University of Texas Southwestern Medical School and Parkland Memorial Hospital have revealed plans for a complete radioactive isotope diagnostic and treatment center at Parkland.

This will give hospital doctors vital "atomic energy" tools for the detection and control of cancer and other diseases.

The new director of the center is Dr. Frederick J. Bonte who was appointed to the medical school-hospital post earlier this fall. Dr. Bonte plans to establish several research labs in the medical school's science building, now under construction on Harry Hines Boulevard.

*

Grant Approved for Medical School. The Southwestern Medical Foundation has approved a grant totaling $8,200 to aid cardiac surgical research at the University of Texas Southwestern Medical School.

The funds, derived from contributions made by Mrs. H. T. Clark of Dallas in memory of her late husband, will be used to purchase a four-channel physiological recorder.

*

Group Opens Drive to Stamp Out TB. A group of Dallas persons headed by Charles Watson, president of the Dallas Tuberculosis Association, has launched a state-wide, two-pronged plan for the control of tuberculosis in Texas.

First: they ask a state-wide quarantine law on tuberculosis patients to hold in hospitals those who persistently leave against medical advice and continue to spread the disease throughout the state.

Second: they ask per diem payments from the state for city-county hospitals in a dozen Texas cities for the treatment of tuberculosis patients.

*

Eye Bank Opens. Dallas' first eye bank — and the second in Texas — has opened for operation in temporary quarters on the old campus of the University of Texas Southwestern Medical School near Oak Lawn and Maple.

The bank will service hospitals and eye surgeons throughout the state with corneas for corneal transplants. It also will act as a research center in eye diseases here.

The bank will be permanently housed in the medical school's new Clinical Science Building when it is completed in early 1958. It is affiiliated, but not a direct part of the school.

Dr. Carroll Browning is director of laboratories and research for the bank. Other directors are Dr. M. R. Harrington and Dr. Tom McCrory, co-directors of the keratoplasty (corneal transplant) division.

*

Chief Named for Cancer Unit. J. LeRoy Wilson, former Pennsylvania state campaign director and assistant executive director, has been appointed executive director of Dallas County's unit of the American Cancer Society.

Mr. Wilson will be responsible for coordination of Dallas County activities in cancer research, education and service, including the Spring Cancer Crusade. A former field director of the American Red Cross, he comes to his new position with 15 years' experience in the field of voluntary organizational work.

*

Wadley Institute Given New Grant. The American Cancer Society's Texas division has given its first research bed grant to Wadley Research Institute here for investigative work in leukemia, related blood diseases and certain types of terminal cancer.

The grant, totaling $7,500, will finance a special hospital research bed and the services that go with it for one year.

The grant is not meant to pay for a charity bed, but merely will cover costs of hospitalization for research purposes.

*

Palsy Group Gets Workshop Grant. A $7,000 federal grant-in-aid has been received by the Dallas County United Cerebral Palsy Association to establish a sheltered vocational training workshop here for adult cerebral palsy victims.

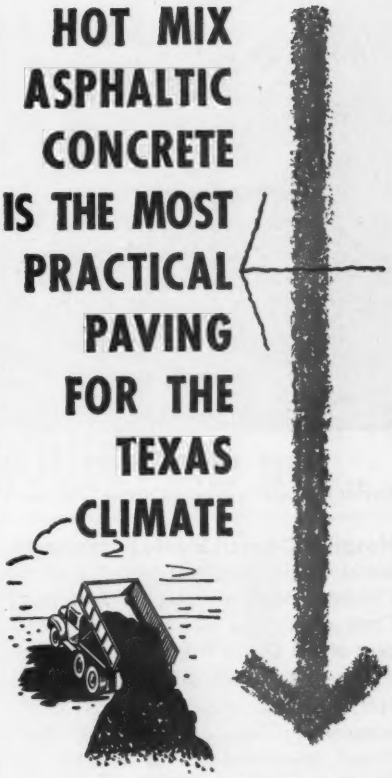
The grant was made by the regional office of vocational rehabilitation of the Department of Health, Education and Welfare. Another $3,500 will be provided by the Cerebral Palsy Association.

The training center will be located in the present association headquarters at 2611 Oak Lawn. George Watson of Clarendon, Texas, graduate in manual arts from West Texas State Teachers College, has been appointed director.

*

Dallasite Gets Post. Dr. Charles D. Ogilvie of Dallas is new vice-president of the American Osteopathic College of Radiology. His election came at the group's annual meeting in Detroit.

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Answer to a Critical Need

Baylor Hospital's Women's and Children's Building will provide 220 new hospital beds.

Hospital Council Elects Farnsworth. James Farnsworth, administrator of the Children's Medical Center, a Community Chest agency, has been named new president of the Dallas Hospital Council.

Other officers elected include David H. Hitt, assistant administrator at Baylor Hospital, president-elect; and Mrs. Alma Power, superintendent of Scottish Rite Hospital for Crippled Children, secretary-treasurer.

Southwestern Medical Foundation Names Committee. Three Dallas doctors have been appointed as a medical advisory committee to the board of trustees of the Southwestern Medical Foundation. They are Drs. Maurice M. Scurry, chairman; Robert L. Moore and B. E. Park.

The committee will give assistance and advice to the trustees in medical education and research matters.

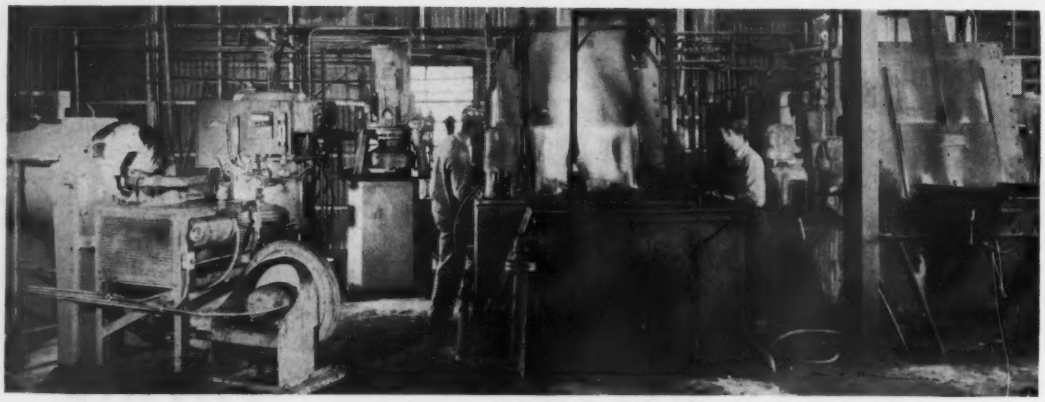
Baylor Hospital Plans Summer Fund Campaign

Baylor University Hospital has received approval from the Dallas County Screening Committee for a $2,500,000 fund-raising campaign. Approved dates for the campaign are June 1 through June 15, 1957. This will be part of a $4,000,000 overall expansion program. The balance of $1,500,000 will be financed by the hospital through other sources.

The major project of the proposed development program will be the construction of a $3,500,000 Women's and Children's Hospital Building located adjacent to the Truett Memorial Hospital Building. The new building will provide 220 hospital beds and service facilities for maternity, pediatric, and gynecological patients. One hundred forty bassinets will also be provided, which represents an increase of 50 over the present 90 bassinets.

The provision of facilities in the new building for the three services will release space in the existing hospital building for additional medical and surgical beds. This program will provide for a net increase of 175 adult beds and an increase of 50 bassinets. G. H. Penland, chairman of the hospital's Board of Trustees executive com-

WHAT IS HEAT TREATING?



SINCE the beginning of written history man has known that the application of heat to metal under carefully controlled conditions changes the properties and consequently the uses which that same metal may have. The ancient city of Damascus earned an early reputation for producing the world's finest swords and blades by means of the jealously guarded secrets of heat treating the metal used in fabricating these fine blades.

TODAY the modern application of these principals has been a boon to the manufacturers of millions of metal products whose parts require a specific degree of hardness obtainable only through extreme care and know-how, combined with the right equipment, such as is shown above. We at Dominy Heat Treating take great pride in our ability to meet this ever increasing need here in the Southwest through our processes of Atmosphere Controlled Heat Treating and Carbonitrid.

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mittee, stated the new building will be the most modern hospital of this type in the nation.

Out of 7,000 hospitals in the country, Baylor, with 6,500 births annually, ranks fourth. These new facilities will make it possible to accommodate 10,000 births a year.

The remainder of the development program, $500,000, will be used to balance the service facilities for all of the Baylor Hospital units, to provide a surgical recovery suite, and to make more space available for laboratory and research services.

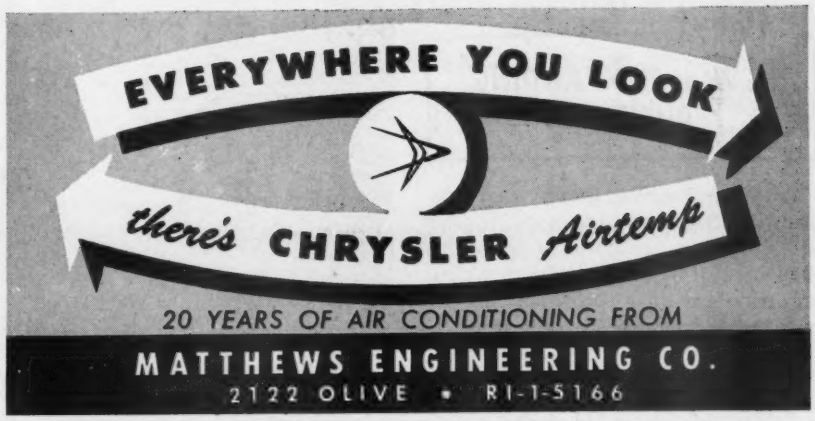
The action of the Dallas County Screening Committee resulted from the findings of an exhaustive survey conducted by the Council of Social Agencies, a Community Chest Agency. The proposed Baylor program is in keeping with the recommendations of the community-wide survey conducted in 1954 by the James A. Hamilton Associates, nationally known hospital consultants. This is the second phase of the program to alleviate the critical shortage of hospital beds in the Dallas metropolitan area.

In its report to the Dallas County Screening Committee, the Council of Social Agencies said in part, "The Dallas hospital area urgently needs the net increase of 175 to 200 general hospital beds which the proposed new hospital building at Baylor Hospital is expected to add, in view of the low and declining ratio here of general hospital beds to the population, and of the rapidly growing population. . . . In view of the multiplicity of essential and invaluable services which Baylor University Hospital has long rendered this area, including medical education and research in addition to the provision of hospital service to countless thousands of people, it seems appropriate for the hospital to ask the Dallas area to finance the major share of the cost of the proposed new building."

Mr. Penland stated that preliminary studies have been under way for some time, and when the financing is assured detailed plans and specifications will then be prepared. It is expected that the construction program can be undertaken the early part of 1958 and completed within a period of about 18 months.

*

Doctors' Society Elects Dallasite. Dr. W. K. Strother, Jr., of Dallas is new president-elect of the Dallas-Fort Worth Obstetrics and Gynecological Society and will take office as president next year.





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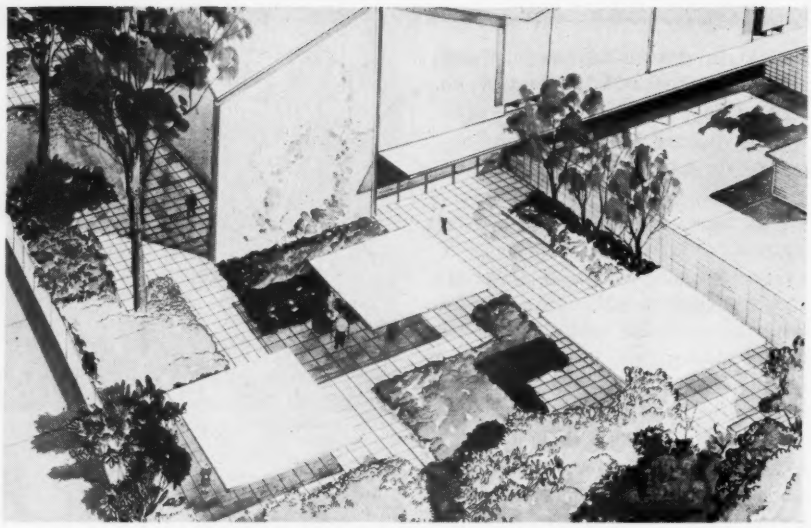
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General Office and Mimeograph Division, 400 S. Austin

Dallas

NEW and EXPANDING BUSINESS



Texas Instruments Plant Planned

Modern design throughout is visualized in architects' drawings for the Semiconductor-Components Division Plant of Texas Instruments Incorporated.

▸ Texas Instruments Incorporated officially started construction of its 280,000-square-foot Semiconductors-Components division plant by converting the sun's energy into electricity which detonated dynamite to break ground. Texas Instruments Board Chairman Eugene McDermott and President J. E. Jonsson, operated the company-built "electronic ground breaker." The new plant, located in Dallas northeast of the North Central Expressway-Valley View Road intersection near Richardson, will represent the first U. S. industrial application of hyperbolic paraboloid thin-shell pre-stressed concrete construction. It will provide a plant area greater than that of six football fields. Designed by Architects O'Neil Ford and Richard Colley, the building will be constructed by Robert E. McKee General Contractor, Inc., at a cost of approximately $4,000,000. Completion and occupancy of various sections is scheduled to begin October 19, 1957, and extend until April 19, 1958.

▸ Varo Manufacturing Company, Inc., of Garland has let a contract for a building addition to be located on the south side of the firm's present plant. The 9,000-square-foot structure will be erected by the Stanton Building Company, with completion scheduled by April.



Guardian Plans New Building Expansion

This four-stor expansion and remodeling of Guardian Savings and Loan Association's present facilities at the corner of Main and Field Streets will provide a total floor space of 25,000 square feet with several floors for rental to office tenants. Bank Building and Equipment Corporation, St. Louis, Missouri, specialists in financial buildings, are the architects. Guardian has moved one-half block north to the corner of Elm and Field until completion of its new building, slated for May, 1958.

▸ Binks Manufacturing Company, of Chicago, Illinois, manufacturers of spray painting equipment and water cooling systems, has expanded its Dallas operation by moving to 8005 Sovereign Row at the corner of Currency Drive in the Brook Hollow Industrial District. The 7,000-square-foot building will provide air-conditioned offices, two truck docks and off-street parking. Robert L. Shaw of Watson & Watson, Realtors, handled the negotiations with Burke B. Roche, president of Binks Manufacturing Company. M. B. Scully is the district manager of Binks.

*

▸ Southwestern Bell Telephone Company will erect a building on Beachview Street in the vicinity of the Casa Linda shopping center to serve as headquarters for telephone operations in East Dallas. Construction will begin in the near future on the $411,600 structure, which is scheduled for completion early in 1958. It will serve customers of DAvis, TAylor, BRoadway and EXpress exchanges and the City of Mesquite.

*

▸ Magnolia Petroleum Company has begun construction of a sales development center in the 10700 block of Preston Road. The purpose of the center is to teach the service station business to personnel of Magnolia's marketing division. The building, to be completed in June, will include a service station, office for Director of Training Bill Hower, and a special lubrication room and hoist.

1946 / 1957

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New and Expanding Business—

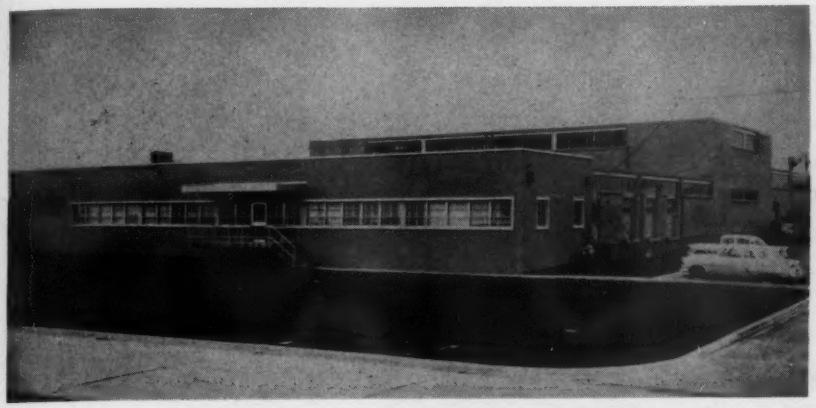
Contracts Awarded For Southland Center

Southland Life Insurance Company has approved the awarding of three contracts totaling approximately $19,000,000.00 for construction work on Southland Center, the company's home office building project now under construction in downtown Dallas. J. W. Bateson Co., Inc. was named as general contractor for the project. The Farwell Company and Sam P. Wallace Company were jointly named as mechanical contractors, and Fischbach and Moore, Inc. will be the electrical contractors. Other major contracts already awarded include a two and one-half million dollar elevator and escalator contract with Westinghouse Electric Corporation and a contract with Inland Steel Corporation to provide a metal floor deck system which will enable utility outlets to be located within six inches of the selected spot on floor areas in the building. The American Bridge Division of U. S. Steel Corporation is now under way with steel erection on the project and is running ahead of schedule in that phase of work. W. H. Oswalt, III, vice president in charge of Project Development for Southland Life, revealed that approximately 16,000 tons of structural steel will be utilized in the initial phase of Southland Center now under construction.

The multi-million dollar project will include a 42-story home office tower for Southland Life and a 28-story tower leased to the Sheraton Corporation of America in which will be located the Sheraton-Dallas Hotel. Dan C. Williams, president of Southland Life, stated that plans call for an additional 36-story office tower.

Another feature of the project will be a landscaped plaza area adjacent to a ground floor arcade running all the way through the Center from Live Oak to Bryan and from Olive to Pearl, which will enable pedestrians to have sheltered access from all sides of the block to the stores and shops and to the parking below, as well as to the building and hotel elevators. Plans and specifications for the project were prepared by Welton Becket and Associates, F.A.I.A., of Los Angeles and Dallas. Consulting architect for the project is Mark Lemmon of Dallas.

Ben H. Carpenter, Southland Life's executive vice president, stated that the first tenants for the building, including the Sheraton-Dallas Hotel and its 2,500-person capacity ballroom will begin utilizing the building in late 1958.



Minnesota Paints Opens Plant

The new $750,000 paint manufacturing plant of Minnesota Paints, Inc., is located on three and one-half acres at 737 Regal Row, Brook Hollow industrial district. George L. Dahl was architect for the 45,000 square foot plant; contractor, Inwood Construction Company. A second 55,000 square foot building and alkyd unit is planned.



Otto Coerver Company Expands

After remodeling, Otto Coerver Company, Inc., has moved into a 33,000 square foot building at 333 Exposition Avenue. The company manufactures store, bank and office fixtures.

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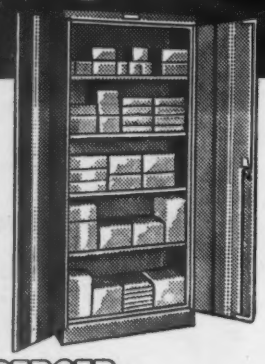
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The new Caro & Upright, Inc., building at 1700 Oaklawn Avenue provides 30,000 square feet of display and stockroom space. Leased from Trammell Crow, the Dallas warehouse will service branch sales rooms with drapery and upholstery fabrics.



J. A. Majors Company Moves

J. A. Majors Company, distributor for medical and college books, has moved into a new brick building at 2137 Butler Street. Architect for the 10,000 square foot building was Jacob E. Anderson. MacFadden and Miller were contractors.

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"PROFILE" OF THE UNIVERSAL LIFE AND ACCIDENT INSURANCE COMPANY

on its 30th birthday



As **THE UNIVERSAL LIFE** AND **ACCIDENT INSURANCE** COMPANY winds up 30 years of public trust and resolutely commences its fourth decade of operations, the following informative items will be of interest to discerning readers.

These items are taken from the **UNIVERSAL'S Thirtieth Annual Statement** and provide a dramatic "profile" of a major American life insurance institution at an important time in its history:

- Life Insurance In Force.....**$85,918,480.00!**
- Capital and Surplus.....**3,499,024.62!**
- Assets .....**13,700,154.73!**
- Ratio of Assets to Liabilities: **$134.30 of Assets for each $100.00 of Liabilities!** (The average for the 20 largest life insurance companies in America with respect to this important measures of safety is ony $107.60 of assets for each $100.00 of liabilities.)
- Total Benefits Paid Policyholders and Beneficiaries Since Organization—**$9,044,217.28!**
- **227,608** life insurance policy contracts outstanding!
- **323** well-trained, efficient Home and Branch Office employees and Field Representatives!
- Fourteen Division Offices in four states (Arizona, Arkansas, Colorado and Texas)!
- Tenth oldest life insurance company domiciled in Texas!
- One of only 12 Texas life insurance companies with capital stock of $1,000,000.00 or more! (There are now over 300 life insurance companies with Home Offices in the State of Texas.)
- One of only 18 Texas life insurance companies recommended by the Alfred M. Best Company, America's foremost authority on life insurance company operations! Concerning the Universal Life and Accident Insurance Company, the current edition of **Best's Life Reports** has this to say:

"The company is under capable and experienced management . . . It enjoys a very strong financial position . . . The results achieved have been very favorable . . . We recommend this company."



(The figures quoted in this advertisement are from information sources which we believe to be reliable)

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UNIVERSAL *Life and Accident* INSURANCE COMPANY

HOME OFFICE: UNIVERSAL BUILDING, Ross at Lamar, Dallas, Texas



Klimist Manufacturing Moves

Klimist Store Fixture Manufacturing Company has just completed an expansion move to the corner of Miller and Henderson, 5013 Miller Avenue. The building will house showrooms and offices. The company will offer a planning service and individual display areas. Klimist was located at 1107 Jackson.

▸ Continental Supply Company and Emsco Manufacturing Company have been consolidated into one division of the Youngstown Sheet and Tube Company. Called Continental-Emsco, the compay company will headquarter in the Continental building in Dallas. Serving the oil industry, the organization now operates 78 stores in the U. S., seven in Canada, and two in Venezuela. Its sales representatives are in Mexico, South America, Europe and North Africa.

*

▸ United States Chemical Milling Corporation has announced plans to establish its first regional plant in the Dallas vicinity. The company, which headquarters in Manhattan Beach, California, manufactures chemically milled parts on a subcontract basis for major airframe manufacturers.

*

▸ F. H. Noble & Co. of Chicago, Illinois, has opened a branch office-warehouse building at 2120 Irving Blvd., Trinity Industrial District. Lease negotiations were handled by Majors and Majors, realtors. The company makes and distributes trophies and covers Texas, Oklahoma, Arkansas and Louisiana.



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- Low X-Ray Film Corp.
- The Loxcreen Co., Inc.
- Magnolia Seed, Hardware & Implement Co.
- Marsh Wall Products, Inc.
- Maywood Furniture Co.
- Metro Warehouse Co.
- Minnesota Paints, Inc.
- The Morris Stores
- Parsons Associates, Inc.
- Chas. Pfizer & Co., Inc.
- Philadelphia Carpet Co.
- Pi-Do Corp.
- Powers Regulator Co.
- Production Profits, Inc.
- Progress Mfg. Co.
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- Reynolds & Reynolds Co.
- Revere Copper and Brass Incorporated
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- Schering Corp.
- Buddy Schoellkopf Products
- Sir Sirloin
- Skillern Drug Co.
- A. O. Smith Corp.
- Alexander Smith, Inc.
- Southland Distributors
- Southwestern Warehouse Distributors, Inc.
- Southwest Globe Ticket Co.
- Southwestern Drug Corp.
- Star Expansion Southwest, Inc.
- Straus-Frank Co.
- Texas Duplicating Co.
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- J. S. Thorn Co.
- Toole & Cunningham
- E. W. Tune Co.
- United States Rubber Co.
- United Warehouses, Inc.
- Universal Enterprises, Inc.
- Vick's Brook Hollow Cafeteria
- Viking Supply Corp.
- The Visador Co.
- Wallace Mfg. Co.
- Willys Motors, Inc.
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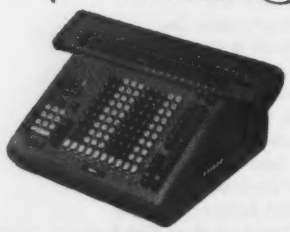
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New and Expanding Business



Star Expansion Moves Into Brook Hollow Building

Star Expansion Southwest, Inc., Dallas branch of Star Expansion Industries Corporation of New York, has occupied its own building in Brook Hollow Industrial District. The 6,000-square-foot structure at 8212 Chancellor Row was built by J. L. Williams Company. Purchase negotiations were handled by Harry J. Garrett & Company, realtors. The Dallas branch of Star serves wholesale hardware, electrical, plumbing and mill supply jobbers in the area around Dallas. Division sales manager is Daniel A. McCarthy; John W. Appling is branch manager, and Bertis A. Hill is office manager.

▸ Mangel Stores Corporation will open a new women's and children's apparel store in the Lochwood Village Shopping Center when the 50-acre mall-type center is opened this spring at Garland Road and Jupiter. The new Mangel store—the third in Dallas—will include 5,250 square feet of mall-level sales space and 2,100 square feet of basement area.

*

▸ Oliver Electrical Manufacturing Company has doubled its Dallas branch space with new warehouse facilities in the Trinity Industrial District. The warehouse, which is under the supervision of C. R. Dudley, southern sales manager, will serve an area including Texas, Oklahoma, New Mexico and western Louisiana.

▸ Hailey Employment Service, under the management of Leslie M. Hailey, has opened with offices in suite 411, Davis Building. The firm plans to specialize in career opportunities in the retail outlets in the Southwest, especially the Dallas fashion market as a center. Mr. Hailey has been associated with retail merchandising in the Dallas area for the past 20 years.

*

▸ Inglewood Park Shopping Center construction is slated to start soon with Centex Construction Company as the builder. Plans have been completed for the new $1,500,000 center, to be located in South Grand Prairie on Carrier Parkway and Marshall. It will service 1,500 homes in the area.



Laundry Equipment Distributor Moves to New Building

This 7,500-square-foot building is the new home of ALD, Inc., national distributors of laundry equipment. Located at 8202 Chancellor Row in Brook Hollow Industrial District, the brown brick structure is served by a Rock Island spur and off-street parking. It was built by J. L. Williams & Company and is owned by Mrs. C. G. Wood. Lease negotiations were handled by Harry J. Garrett & Co., realtors.

Tomorrow's Developments Will Be More Than Double Today's in the

TRINITY INDUSTRIAL DISTRICT

Development of the Trinity Industrial District since its opening ten years ago has included

More than sixty million dollars invested in land and buildings, occupied by more than 700 firms, many of which bear nationally known names.

Six hundred buildings ranging in size from 1,500 square feet to over 200,000 square feet of floor area.

But the present developed area is LESS THAN HALF the total area of the Trinity Industrial District.

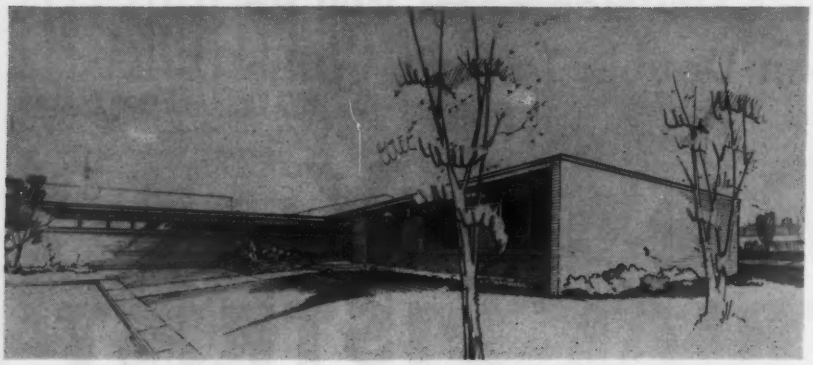
Some new sites are now available. With the opening of the Stemmons Expressway, now under construction, the greater part of the area still undeveloped will become available.

For particulars see your real estate agent or

INDUSTRIAL PROPERTIES CORPORATION

John M. Stemmons, President — L. Storey Stemmons, Chairman of the Board

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Frontier Completes New Office Building

This modern office building, located on an eight-acre tract at 11200 Harry Hines Boulevard, will serve as offices for Frontier Manufacturing Company, whose products are steel shelving, parts bins and shop equipment. The building also will house the offices of Standard Pipe and Supply Company, steel pipe, tubing and oil country goods dealer. Standard also has moved its plant and yard to the same site, adjoining the office building. Natural Petroleum Company and B & W Oil Company, who formerly officed with Standard are continuing this association at the new location. William A. Benson was the architect for the building; the contractor was Winston A. Colwell.

▸ Package Products Company, Inc., of Charlotte, North Carolina, has opened a Southwestern District Sales Office at 1907 North Field in Dallas. Ernest C. Gray will be district sales manager.

▸ Sid Blackburn has opened a new real estate office, specializing in residential and income properties in East Dallas and the White Rock Lake area, at 6270 Mockingbird Lane.

▸ M-R-C Bearings Service Company has moved into a new building at 1356 Chemical Street in the Trinity Industrial District. The new quarters, which include warehouse and air-conditioned offices, were built by Williams and Wagner Construction Company. M-R-C, which has home offices in Jamestown, New York, handles industrial ball bearings, distributing from the Dallas branch to Texas, Louisiana, Arkansas and Oklahoma. C. S. Evans is the Dallas branch manager.

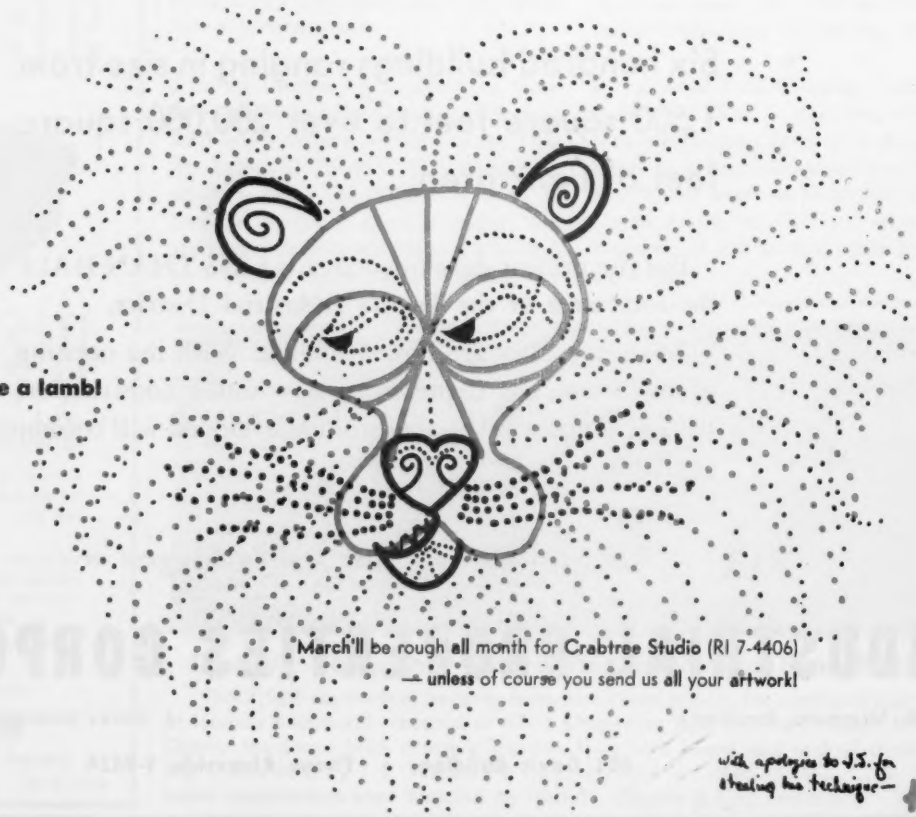
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▸ Schramm, Inc., West Chester, Pennsylvania, manufacturers of air compressor equipment, has opened an oil field division in Dallas. The new division is headed by Phillip L. McLaughlin, a former executive of Cardwell Manufacturing Company in Wichita, Kansas. It will function as a separate branch of the parent company, but will utilize and coordinate some of the existing dealer and sales organization facilities of the manufacturing firm.

*

▸ Colbert's has opened a completely modernized and expanded store at 220 West Jefferson in Oak Cliff.

Like Heck I go out like a lamb!



▸ Dresser Industries Inc., has just announced acquisition of the Hermetic Seal Transformer Co., Inc. of Garland. Hermetic manufactures electronic equipment such as transformers and reactors that are used in a wide variety of equipment for communications, radar, sonar, computers and control systems. Hermetic Seal will become a division of Southwestern Industrial Electronics, another of the Dresser Industries. The products of these two companies are complementary.

*

▸ Burroughs Corporation has begun construction of a new building which will occupy the entire block bounded by Harwood, Munger, Olive and Cochran. Upon completion, scheduled for next November, Burroughs will move its Southwestern Area headquarters to the building which will provide 30,000 square feet of space. Jacob E. Anderson is architect for the steel and masonry construction which is being built according to specification of the corporation. J. Curtis Sanford, owner, is leasing for 20 years.

*

▸ Sunny Southland Feed Mill of Dallas and Paymaster Feed Mills of Abilene have consolidated.



Penwood Buys Anco Rights

The Penwood Corporation has purchased manufacturing rights and the plant facilities, above, of the Anco Window Corporation and will manufacture aluminum windows under the Penco trade name. Arthur Bloomer has been named general manager of the Penwood Corporation. Dick Price is president of Penwood.

▸ Oak Cliff Savings and Loan has opened a new branch office, with complete savings and home loan service, at 6007 Berkshire Lane in Preston Square. The office will be moved later to a new building, being constructed at 4200 Sherry Lane which will be ready for occupancy next fall. Manager of the branch is Roger Keane, assistant vice president of Oak Cliff Savings.

▸ National Bankers Life Insurance Company has purchased the 18 story building at the Southeast corner of Commerce and Ervay as its new home office headquarters. The company will occupy seven of the floors with facilities of all departments expanded. The new headquarters has a total of 109,000 square feet of floor space and was recently remodeled.

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New and Expanding Business



McCrory's Store Leases Space in Jefferson Tower Addition

Addition of two floors to an existing portion of Jefferson Tower in the Oak Cliff area will provide 21,000 square feet of floor space for a new McCrory's Stores Corporation store at Jefferson Boulevard and Bishop Avenue. Contract has been awarded to The Schwarz Company. Jack Corgan, of Dallas, is the architect, and Henry S. Miller Company, Realtors, is leasing agent for the property. Completion of the work and opening of the store is expected about October first.

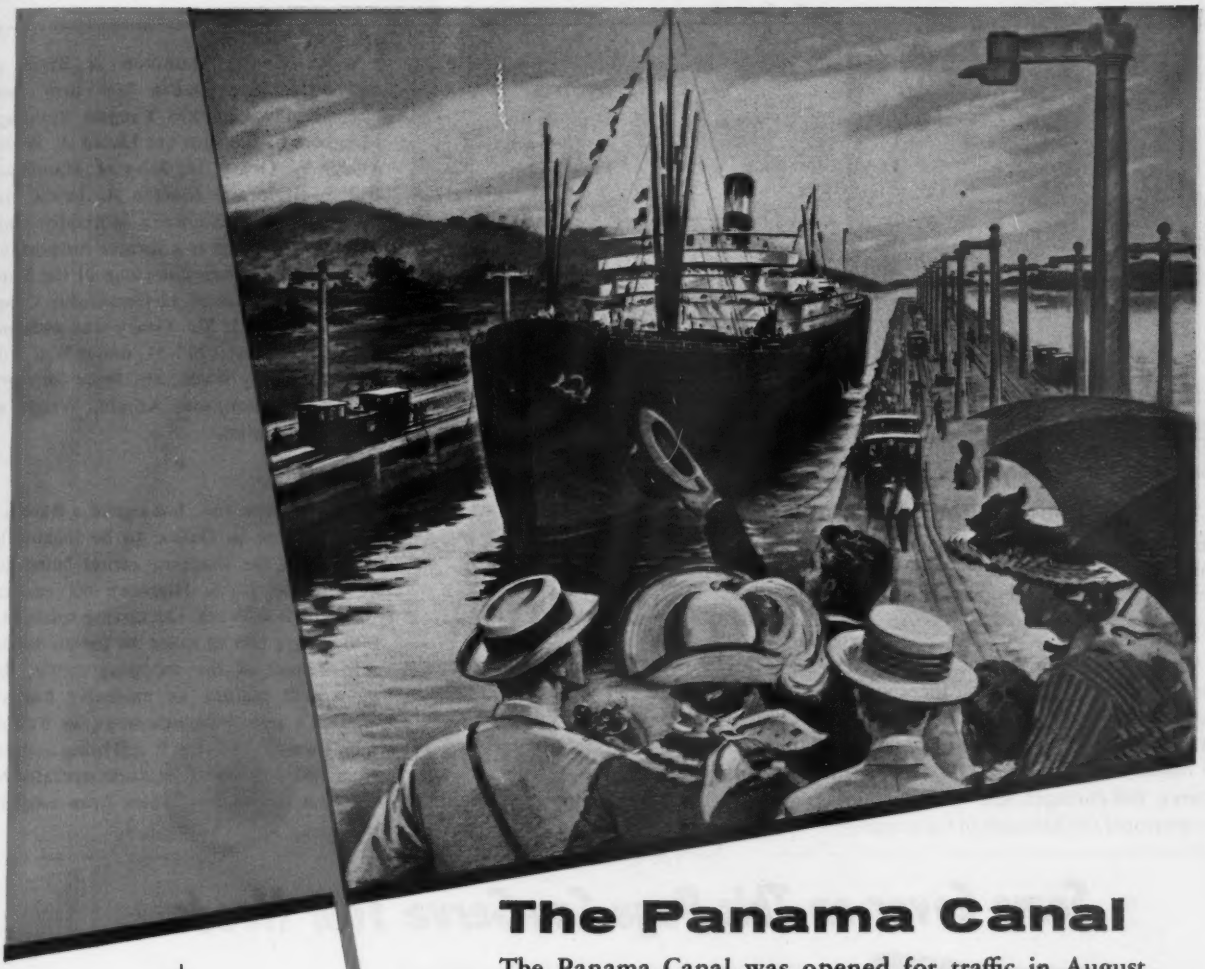
▸ The General Tire and Rubber Company has completed its second major warehouse expansion in Dallas within the last six years with an addition of 12,600 square feet of floor space to the company's warehouse at 1000 Dragon Street in the Trinity Industrial District. The building is owned by Trammell Crow and lease negotiations were handled by Henry S. Miller Company, realtors. C. L. Howes is General Tire's regional manager.

▸ North American Van Lines has started construction of a new building in the Trinity Industrial District. Located at 2460 Irving Boulevard, the structure will house zone, dispatching and sales headquarters. It was designed and is being built by Williams and Wagner Construction Company. The Dallas branch of North American covers Texas, Oklahoma, Arkansas, Louisiana and Mississippi. E. C. Gillett is zone manager.



Insurance Company in New Quarters

Dealers National Insurance Company of Dallas has occupied this new home office building at 919 South Lamar Street. The structure contains 15,000 square feet and adjoins a fenced and paved 16,000-square-foot parking area on the premises. The building has been renovated to provide spacious working areas and executive offices to accommodate the growing needs of the company.



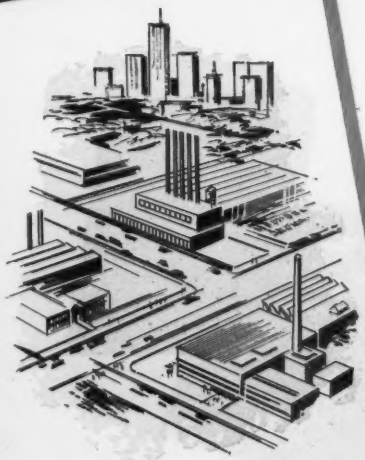
The Panama Canal

The Panama Canal was opened for traffic in August 1914, when the American steamer, Ancon, went through the locks with her decks thronged with officials and guests of the American and Panamanian governments.

Just three months earlier, in May 1914, the Texas Employers' Insurance Association started operations in Texas with less than one hundred policyholders.

Since that time the Association has become the largest writer of Workmen's Compensation Insurance in Texas ... today writing approximately one-fourth of the Workmen's Compensation business written in the State.

During this time, the Association has saved and returned more than fifty million dollars to its policyholders in Texas. Are you taking advantage of this opportunity to save offered by Texas' largest writer of Workmen's Compensation Insurance?



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Conditioned Air Occupies New Building

Conditioned Air, Inc., has moved into new offices and warehouse space at 3210 Elm Street. The 7,000 square foot brick building provides off-street parking for customers and truck loading facilities. William C. Burden was contractor.

▸ Clarke, Dunagan & Huffhines, Inc. is the new name for the Ideas, Incorporated Advertising Agency. The firm is entering its fourth year of operation and has moved its offices to 2011 Cedar Springs. Devane Clarke, Bill Dunagan and C. C. Huffhines are principal stockholders of the company.

▸ The Francine Bridal Salon, recently opened at 6138 Berkshire Lane, Preston Center, Dallas, has been designed to furnish complete wedding day services, including engraved invitations, flowers, wedding rings and gifts for the bridal party.

▸ Witts, Geary, Hamilton & Brice, a newly-organized Dallas law firm, has opened offices at 900 Vaughn Building. Members of the firm are David A. Witts, Joseph W. Geary, Jr., John M. Hamilton, Bill E. Brice and Morton A. Lewis. All are graduates of Southern Methodist University. Mr. Witts is a former member of the FBI and was co-chairman of the State Bar of Texas American Citizenship Committee, 1951-53. Mr. Geary was assistant district attorney, 1947-51, under Will Wilson and Henry Wade. Mr. Brice formerly was with Thompson, Knight, Wright & Simmons, Dallas.

*

▸ Bond Stores, Inc., has signed a lease for a third store in Dallas, to be located in Big Town, the shopping center being developed on U. S. Highway 80, east of Buckner Boulevard. Occupying some 14,000 square feet of space on the air-conditioned mall of the shopping center, the store will feature an extensive line of women's and children's wear, as well as men's wear selections. It will bring to more than 100 the number of stores operated by the firm in principal cities from coast to coast.

Some Cover on This Page Can Serve Your Needs



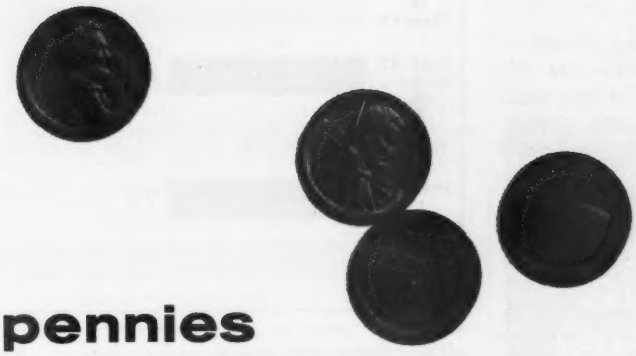
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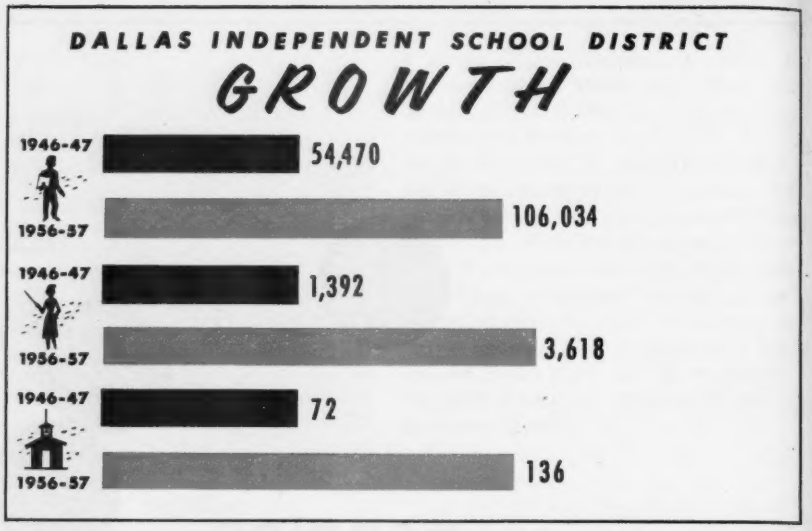


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EDUCATION



Dallas Schools Show Phenomenal Growth

Dallas school children took a week — Texas Public Schools Week — out this month to study the growth of their state; growth in such fields as industry, population, and use of resources, to mention a few.

Yet, as they studied, few fully realized their position in the center of one of the most spectacular pictures of growth in Texas, educational expansion.

Few expansions have been so rapid, or on such a tremendous scale, as has been the growth of the Dallas Independent School District.

In the past decade from 1946 to 1956, figures have surged upwards for the number of buildings, of teacher staff and of the scholastic population.

Four bond issues, ranging in amount from $10,000,000 to $35,000,000 were approved by Dallas voters in that period.

The boundaries of the school district pushed out into surrounding areas.

In 1946 the DISD covered 157 square miles. By 1956 the total area had expanded to 256 square miles, an increase of 99 square miles for a 63% expansion.

Five areas had been annexed. These were Pleasant Grove, Addison, Wheatland, Union Bower and part of Farmers Branch.

At the beginning of that ten-year period the big building boom began.

School plants sprang up almost magically throughout the city as the neighborhoods grew up around them.

Numerous school sites were bought in advance in expectation of a soon-to-be rising community center.

In 1946 the school system was operating in 72 schools.

That number had increased by 88% by 1956 when 136 buildings were in use.

That year the DISD outdistanced all the three other large school systems in the state in the number of new schools opened for business.

Dallas, second largest system in Texas, put into operation more schools than Houston, San Antonio and Fort Worth combined, excepting five frame schools opened in Dallas' sister city.

Fourteen new schools were opened, topping by six the eight opened by Houston, Texas' largest system.

The number was enough to set a new record in Dallas, outstripping the previous high of eight, during the 1951-52 school year.

Although no figures are available, it was unofficially reported that Dallas opened more schools than any other system in the nation that year.

Keeping pace with the construction boom, the teaching staff more than doubled itself.

A total of 1,392 teachers were on the school roll in 1946.

In ten years the staff swelled to 3,618, almost a 160% increase.

They were needed too, for babies were being born at a high rate daily and many families were moving into Dallas.

The scholastic population of the District in the year following World War II was 56,470.

A surge of students in that ten years boosted the figure to 106,034.

The average annual increase in enrollment has been about 5,500 students, school officials have pointed out.

However the jump one year was 22,070. In 1953 the population was 76,541 and by the following year 98,611 had come into the district.

At the start of the decade the district had under consideration a $10,000,000 bond issue which was later approved.

In 1949 voters okayed a $16,500,000 issue and three years later granted an issue of $24,830,000.

A record issue of $35,000,000 was passed in December, 1954.

Total on the four issues amounted to $86,330,000. (A total of $7,500,000 was sold this year by the district, leaving $7,500,000 still unsold).

Expansion took its toll of well-known Dallas landmarks, too, with the prospect of even more falling.

The old San Jacinto School, located at the corner of Washington and San Jacinto, had stood for 63 years — 56 as a school and seven as housing for the Dallas School Administration.

It was torn down last year following completion of $385,000 addition to the present School Administration Building.

The Cumberland School at 1901 North Akard, oldest school now in operation in Dallas, will be sold as soon as the William B. Travis School is completed.

There has been progress in other directions. When Cumberland School was young, teachers there received $65 a month.

In 1956 the salary for a beginning teacher was set at $3,500.

In 1946 the instructional budget (teacher salaries) was $3,880,011. Last year the figure rose to $16,896,183.

The total budget for 1946 was $6,222,832 and the operating budget was $5,392,320.

In 1956 the total budget was $32,984,960, an incerase of $26,762,128 over 1946.

Last year the operating budget was $24,237,031 an increase over 1946 by $18,844,711.

The instructional program has undergone changes and modernizing.

Last year, for the first time, driver education was made compulsory for all high school sophomores.

In at least one area there has not been too much increase, at a considerable saving to Dallas taxpayers.

In 1956 the average instructional cost for each pupil in school in Dallas was $236.33, officials reported.

For those in senior high schools the cost was $303.50; in junior high schools, $260.61, and in elementary schools, $209.50.

These costs, it was pointed out, include the $75 allotted by the state for each pupil enrolled in the system.

Dallas proved to be the low district in this respect, borne out by a survey made last year by the Los Angeles City School District of 41 systems in cities throughout the United States.

The boom is not yet over. Budgets, teacher salaries, buildings and enrollment are expected to increase even more.

Officials predict another bond issue will be called for in 1959 to accomodate the expected construction needs.

Babies are now being born at a rate of between 50 and 60 daily.

With more and more industries moving to Dallas, school authorities are predicting enrollment to climb.

By 1961 the scholastic population in the Dallas pubic school system should be almost 150,000.

The budget has increased about two and one-half million dollars annually for the past several years.

In 1956 the capital worth of district properties was estimated at $98,351,218.

With new buidings being put to use almost monthly this too is expected to climb higher.

Since the opening of the present school year last September, 12 schools have been dedicated.

Three were dedicated this month.

*

Geophysical Firm Establishes Scholarship. Geophysical Service, Inc., Dallas, has established a $1500 scholarship fund for the study of petroleum exploration.

A scholarship under this fund will be made available to a son or daughter of a member of the petroleum exploration industry and will provide for study at the college or university of the recipient's choice, anywhere in the world.

The fund will be administered by the Society of Exploration Geophysicists.

*

Oak Cliff Teacher Honored. Mrs. Rae Files Still, a teacher at South Oak Cliff High School, has received one of the two Distinguished Service Awards given annually by the Texas State Teachers Association.

Mrs. Still is the first person with Dallas associations to receive the honor since it was inaugurated in 1953. She is a former member of the State House of Representatives and was co-author of the Minimum Foundation Program, one of the three Gilmer-Aiken Laws passed in 1949.

Long recognized as an outstanding teacher, Mrs. Still is now serving on the Executive and Legislative Committees of the Teachers Association.

*

SMU Awards Due for Top Teachers. Two outstanding Southern Methodist University faculty members will receive awards each year under a new faculty achievement recognition program.

Beginning this spring, the teachers to be so honored will each receive a $500 cash award, an embossed leather scroll, and a personal gift.

One award will be given for "distinguished achievement in teaching and student relationship." The other will go for "distinguished achievement in works above and beyond classroom teaching which reflect a creditable and recognizable contribution to higher education."

*

Student Loan Fund Established. A loan fund for engineering students has been established at Southern Methodist University by the North Texas chapter of the American Society of Mechanical Engineers.

The initial gift of $750 was presented to Willis Tate, SMU president, by E. J. Wacker, vice-president of Magnolia Pipe Line Company and chairman of the local arrangements committee of the society's petroleum division.

The fund is to be administered by the dean of the School of Engineering to students with satisfactory grade averages who need assistance with tuition and fees.

*

School Plans New Building. The next step in the expansion program of Children, Inc., a school for retarded children, will be construction of a permanent brick building to cost at least $30,000 within the next few years.

The present home is located at 110 Oregon on three lots donated by the Oak Cliff Kiwanis Club. The building, a large frame house, was donated by R. M. Campion, a Dallas businessman.

Present school capacity is 40 pupils. Long range plans call for a school that will take care of twice that number.

Oak Cliff service clubs have provided most of the money for the school's operation. Among them are the Rotary, Kiwanis and Lion's clubs.

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Myra Willis

By Jim Stephenson



MYRA WILLIS

NORMALLY, Myra Willis at this time of year would be busy of an evening at a sewing machine, augmenting her spring and summer wardrobe and that of her 11-year-old daughter, Linda.

At the moment, though, the tiny, blonde, slightly freckled secretary to George W. Jalonik, III, of Southwest Airmotive Company has an extra, time-consuming responsibility on her capable hands. She and Linda may have to be happy with ready-mades.

This year the Big D Chapter, National Secretaries Association, handed Myra the general chairmanship of National Secretaries Week, to be climaxed at the local level with the chapter's fifth annual workshop.

And Myra will tell you, but cheerfully, that a creation like this highly popular, highly important event in the lives of Dallas' *women in business* takes weeks of designing, fitting and trimming.

Pattern for success, of course, is found in the Big D Chapter's four previous workshops. But the 1957 workshop will have a new look. Says Myra:

"Even the Boss is welcome."

This year's workshop — April 27 in the Hotel Adolphus Regency Room — will devote the entire day to business letters.

"We expect, in all, some 500 secretaries, correspondents, executives and junior executives," Myra said. "Anyone in any company who is concerned with the writing of good business letters will be welcome and should benefit."

Planning for the week and the workshop must be done for such things as exhibits of modern business machines and office equipment by Dallas firms, the luncheon April 27 in the Adolphus Roof Garden, a terrific volume of direct mail to let everybody know about the workshop, the day's program, etc.

Subcommittees are busy, all reporting to Myra, who was corresponding secretary of the local chapter last year.

Three outstanding educators and an outstanding Dallas boss-type fellow will appear on the workshop program. The four:

Prof. Ples C. Masten of the University of Houston, who'll present a "Refresher in Business English."

Prof. Virginia B. Long of Southern Methodist University, who'll speak on "Dictation and Transcription Techniques."

Mrs. Marie M. Stewart of Stonington, Connecticut, High School, who'll tell "How and What to Say in a Letter."

And President George L. MacGregor of Texas Uilities Company, who'll give the boss' slant on "The Secretary's Role as a Correspondent."

Main purpose of the business letters clinic, or workshop, Myra said, is to help secretaries earn recognition as members of management's team.

"And other members of the team are invited to join with secretaries in an effort to make goodwill ambassadors of our visits-by-letter, for our companies and our community."

Preceding the workshop, the Big D Chapter will be hostess at a social gathering on National Secretaries Day, April 24, in the Adolphus' Cactus Room, at 7:30 p.m. All secretaries are invited, Myra said.

Myra and her daughter live at 5510 Boaz and Linda attends the Longfellow School. Myra herself was graduated from high school in Cooper, worked a while for the Commodity Credit Corporation, then studied business administration for two years at the University of Texas, while assisting in the business administration library there.

A stint with the First National in Dallas followed before she took on the job in 1946 of helping Al Harting tell the Southwest Airmotive story.

Bigger Southwest Airmotive bosses, Mr. Jalonik and Winston Castleberry, later grabbed Myra away from Al to serve as their secretary.

Now her work with Mr. Jalonik occupies her full-time at growing SAC.

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"Looking Southwest?" explaining the plant location services of Katy's trained industrial engineers, write on your letterhead to Mr. Frank J. Heiling, Vice President, Industrial Development, M-K-T Railroad Co., Katy Building, Dallas 2, Texas.



Dallas APPOINTMENTS and PROMOTIONS

MAJOR GENERAL CARL L. PHINNEY of Dallas, commanding general of the 36th (Texas) Infantry Division, has been named a member of the Reserve Forces Policy Board. The board serves in an advisory capacity to the Department of Defense, and appointment is by the secretary of defense. General Phinney, prominent Dallas attorney, has spent his entire military career in the 36th Division, with the exception of a short time at the end of World War II. He enlisted as a private while a student at the University of Texas, later was commissioned, and during World War II served as a staff officer of the division he now commands.

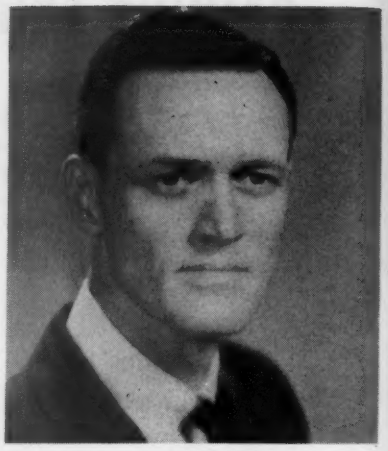
*

GERDES W. RICE, of Dallas, has been named director of purchases and materials for Lone Star Gas Company and its wholly-owned subsidiary, the Lone Star Producing Company. Born in Dallas, Mr. Rice is a graduate of Southern Methodist University Law School and a member of the Dallas and State Bar Associations. He began his career with Lone Star in 1930 and was named assistant director of purchases and materials in October, 1956.



LANE PHILP

ALVIN HUEY LANE has been elected president and **WILLIAM H. PHILP** has been named executive vice-president of Huey & Philp Company, Texas wholesale distributor of hardware and hotel and restaurant supplies. Mr. Lane, a grandson of Joseph Huey, one of the founders of the business, has been a director and general counsel of Huey & Philp Company since 1926, and a member of the firm's executive committee since 1934. Mr. Philp, a great-nephew of Simon Philp, the other founder of the firm, has been vice-president in charge of public relations.



JACQUES DE LA MARRE, who has just joined Keith Reed & Company, Dallas investment firm, has been named a vice-president of the company, with general duties principally concentrating in trading, and institutional and retail sales. Mr. de la Marre is a native of Fort Worth and his college is Northwestern University, Evanston, Illinois, where he majored in business and finance. Until joining the Dallas firm he was president of his own investment business in Victoria.

*

DON DILLON, C.P.C.U., has joined Ellis, Smith & Company, Dallas fire and casualty insurance agency, as an account executive. A graduate of Drake University with a degree in law, Mr. Dillon's insurance experience includes service as senior casualty adjuster for the General Adjustment Bureau, claim manager at Corpus Christi and in Dallas for a major fire and casualty insurance company, and managing partner in a Dallas agency.

*

C. M. (PAT) BARRY of the Dr. Pepper Company sales and marketing staff has been named assistant advertising manager. Mr. Barry will be responsible for the development of Dr. Pepper point-of-sale advertising, premium promotions and other special merchandising programs. He has held sales positions with the company, including district manager, zone manager, eastern division manager and national merchandising manager.

*

R. B. BRILEY has been promoted to parts sales manager of The Stewart Company, Texas distributor of Ford tractors and implements. In other action, **R. L. DAVIES, JR.,** has been named assistant sales manager in charge of all promotional and training activities for the company; **L. D. REID** has been promoted to operations manager, and **M. H. TURNER, JR.** has been appointed assistant sales manager.

Appointments and Promotions—

L. T. DENTON has been named manager of the Dallas office of Campbell-Ewald Company, national advertising agency. Mr. Denton joined the company as a copywriter in 1953. Previous to his new appointment, he served in Detroit as assistant to Campbell-Ewald's field coordinator. **ELI WIENER** has been elected chairman of the board and **SAMSON WIENER** has been promoted to president and general manager of Wiener Lumber Company. In other action, **ROY G. PENDER** was promoted to vice-president and treasurer and **ED F. PHILLIPS** was named vice-president and secretary. All officers are members of the company's board of directors. Eli Wiener, a pioneer in the lumber industry in Texas, is also chairman of the board of the Angelina County & Neches Railway at Lufkin.

*

WILLIAM F. THOMPSON has been appointed head of the planning section in the controller's department of Texas Bank & Trust Company of Dallas. Mr. Thompson is a native of Abilene, Texas and a graduate of Texas A & M College. He joined Texas Bank & Trust after working for Chance Vought Aircraft, where he was a member of the industrial engineering staff.

*

BYRON B. WHITE and **GUY R. CANNON** have been appointed field assistants by Southland Life Insurance Company. They will work out of the Dallas home office, assisting in the recruiting, training and servicing of field men throughout the operating territory of Southland Life's Ordinary Division. A graduate of New Mexico Military Institute, Mr. White joined Southland as agent at Roswell in 1954. Mr. Cannon, a native Texan with a B.A. degree from the University of Texas, first became associated with Southland Life as an agent in Austin. He has been a field assistant in several locations, and also has served as manager of the company's Arkansas territory with headquarter at Little Rock.

*

FRANK CUELLAR, JR., has been elected assistant secretary-treasurer of El Chico Foods, Inc., of Dallas. Son of the president and general manager of El Chico Foods, Mr. Cuellar has been associated with the firm since 1950. He is a recent graduate of Southern Methodist University. The name of the food firm was changed February first from Cuellar Foods, Inc., to El Chico.

GIFTS WHOLESALE
Visit our Mass Marketing show room for all gift needs.
The SessionS Co.
1800 Good-Latimer Expy.

proctor printing service
3206 Gaston
can help you
KEEP COSTS DOWN!
phone TA 6-9003

DALLAS DIE CASTING COMPANY
Zinc and Aluminum
Pressure Die Castings
From 99 to 999,999 Die Castings
VERNON BROWN, MANAGER
316 S. ROCK ISLAND Riverside 7-6222

None Too Large or Too Small For Large Company Picnics and Conventions
SFA AUSTIN DUDE RANCH
AUSTIN BRAND SINCE 1830
Dancing under the stars. RODEOS by contract — additional new five acre picnic grounds — evening dinner and dancing — 2080 sq. ft. Banquet Hall—riding and sports—swimming pool.
STEPHEN F. AUSTIN DUDE RANCH
GRAPEVINE, TEXAS
For Reservations Call
DR. AND MRS. FRANK H. AUSTIN
DALLAS: EM 8-3685 GRAPEVINE: BUtler 9-2142


3 1/2 % Per Annum
ON SAVINGS
YOUR ACCOUNT INSURED UP TO $10,000
The Future Home of
DALLAS FEDERAL
SAVINGS AND LOAN ASSOCIATION
Now Under Construction at Elm and Akard

STEEL BUILDINGS FACTS
1 Don't make a hasty decision! There is one (and only one) line that has the features, versatility and flexibility that places the leader in its top position. You should know these features.
2 We now offer a new low-profile building — modern, wide, sweeping, with clear-span interiors; without a forest of columns; without a jungle of roof trusses . . . a sensational new concept in steel buildings.
EST. 1901 BUTLER STEEL BUILDINGS
3 The many superior features of Butler Buildings mean lower costs. Investigation and consultation can save you money. Ask us to explain!
4 Our long experience, plus a staff of highly-qualified building specialists can be advantageous to you. Call us.
AIROL'DI
STEEL BUILDINGS CO.
8810 Harry Hines Blvd. FL 2-1771



EATENSON LOCKHART

A. L. LOCKHART has been named vice-president of Hydrotex Industries' home office in Dallas. Mr. Lockhart who has been with Hydrotex eleven years, has moved up from file clerk to sales manager of the petroleum division, a position he retains with his new duties. **S. LAWRENCE EATENSON** has been appointed vice-president and general manager of Gold Seal Manufacturing Company, an affiliate of Hydrotex Industries. Mr. Eatenson previously was regional sales manager of Hydrotex, and has been associated with the company in various sales capacities for sixteen years.

*

DONALD E. WILLIS has joined Keitz & Herndon, producers of television commercials and industrial films, 4409 Belmont, as an animation artist. For the past three years, Mr. Willis has been associated with the Alexander Film Company, Colorado Springs, Colorado, as a designer-animator.

GENERAL AUBRY LEE MOORE has just joined Slick Airways as director of international operations. General Moore, after 26 years with the U. S. Air Force, became manager of the Hillsboro Chamber of Commerce in 1953. A graduate of Texas A&M, he served after World War II as president of the Liquidation and Management Board in Frankfurt, Germany. **JOHN W. BIRCH** has been appointed director of station operations for Slick. He will oversee the airline's regularly scheduled daily service to 33 major cities from coast to coast.

*

BEN H. RAVANELL has been appointed manager of derrick sales, Dallas headquarters office of U. S. Steel's Oil Well Supply Division. A native of Texas, Mr. Ravanell is a graduate of Southern Methodist University with a Bachelor of Science degree in mechanical engineering. He has been with "Oil Well" since 1933 with the exception of a three-year period from 1942 to 1945.

*

FREDERICK E. ROWE has joined Tracy-Locke Company, Inc., as an account executive. Mr. Rowe, a graduate of Princeton University, formerly was Southwest advertising manager for Fairchild Publications, Inc., New York publishing house. He was previously in the general advertising department of THE DALLAS TIMES HERALD.

*

J. E. McCALL has joined Delta Steel Buildings Company, 4501 Harry Hines, as a sales engineer. Mr. McCall, a native of Dallas, studied mechanical engineering at Texas A & M College.



HUBERT C. CLARK has been appointed manager of the wholesale flooring department of Macatee, Inc., Dallas building material dealer. Mr. Clark, a former Texas A & M architectural student, was previously district sales manager of Fraser Brick and Tile Company. He had been with Fraser for the past six years.

*

HENRY BOWDEN has been named regional sales promotion manager for Dodge. In other promotions, **TOBY WATKINS** will handle the duties of used vehicle manager in the Dallas region; **LYNN BURRUS** has been named Dallas city manager, and **EDDIE KENNINGHAM** has been advanced to new car sales manager.

*

ROLLAND R. ANFIN, Southwest regional sales manager for Ford Division, has been elected chairman of Ford Motor Company's Dallas Community Relations Committee.

METAL FABRICATORS for the trade...

SHEARING AND FORMING

METAL STAMPING

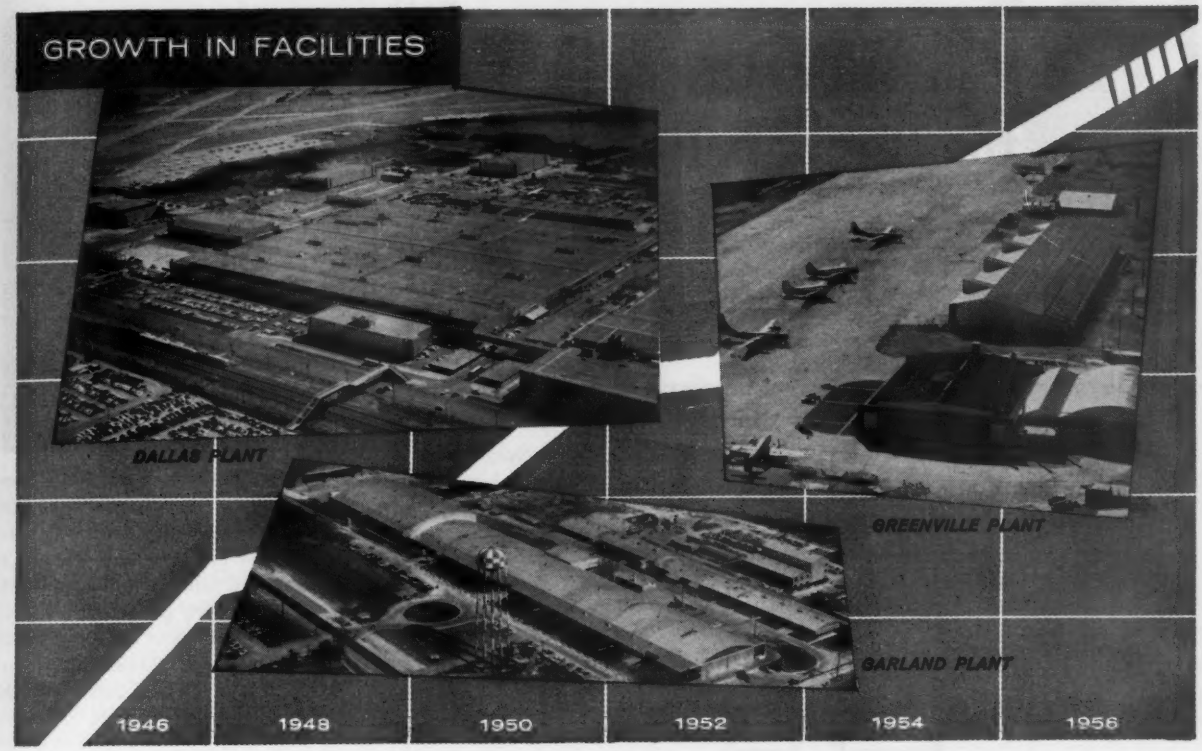
PRESS BRAKE WORK

COMPLETE ENGINEERING AND TOOLING FACILITIES

CUSTOM MANUFACTURING CO.

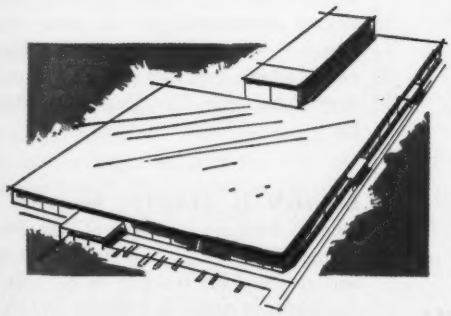
5501 S. LAMAR HAMILTON 8-5173 DALLAS

IN ENGINEERING THE BEST OPPORTUNITIES ARE IN AVIATION • IN AVIATION THE BEST OPPORTUNITIES ARE AT TEMCO



At Temco GROWTH tells the story

Growth — in plant facilities, for example, tells the Temco success story.



NEW ENGINEERING CENTER is being built with growth in mind. Initially large enough for a force of 900 engineers, it is designed to permit rapid expansion of any functional area without disturbing work in progress.

New buildings — like the completely modern 100,000-square-foot engineering center opening this spring at Temco's Garland plant — clearly tell the Temco story of widening engineering skills, increasing contracts and significant advances in Temco's own projects.

At the beginning — back in 1945 — 550,000 square feet were sufficient. Now, eleven years later, with three integrated Texas plants at Dallas, Garland and Greenville, Temco has a total of 1,900,000 square feet for administration, design and production — plus eight runways and an immense total ramp area.

Completely modern facilities are only a part of the Temco story of outstanding engineering opportunities. The challenge of meeting the complex needs of the jet-age aircraft industry, plus advanced work in Temco's own developments in electronics, aircraft and complete weapon systems means that rewarding careers are open to you now at Temco.

ENGINEERS — *Openings in all phases of aircraft design and development. Write to Joe Russell, Engineering Personnel, Room 10-C, Temco Aircraft Corporation, Dallas, Texas.*

AIRCRAFT CORPORATION • DALLAS

IN ENGINEERING THE BEST OPPORTUNITIES ARE IN AVIATION • IN AVIATION THE BEST OPPORTUNITIES ARE AT TEMCO

Do You Take Advantage of the Business Press?

Your industry's business magazines keep you informed on current events, help generate new ideas, bring up-to-date information on people and should be useful in formulating business plans.

If you sell to the industry, the business magazines also offer you an economical way to advertise to a highly selective audience. For Southwestern coverage in the fields of advertising, graphic arts and sales management, use advertising space in the monthly business magazine, *Southwestern Advertising & Marketing.*

For additional information, write

SOUTHWESTERN ADVERTISING & MARKETING

"The Sales Magazine of the Growing Southwest"
Published Monthly

SOUTHLAND LIFE BUILDING RI 2-7001 DALLAS



They're Depending on You

Your family is depending on you . . . to provide the income needed to maintain the standard of living you have set for them. But, what would happen if something happens to you and your income?

Do you have a Life Insurance program that can step in and take over? If not, call your local Southland Life representative now and let him help you arrange such a program.

Over . . .
$195,000,000 IN ASSETS
$1,100,000,000
INSURANCE IN FORCE
63 Branch Offices

Southland Life Insurance Company — Serving Since 1908

Home Office • Dallas

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

Appointments and Promotions—



H. H. ANDERSON has been named managing director of Hotel Adolphus in Dallas. Mr. Anderson began his hotel career 27 years ago at The Adolphus, working as room clerk and later becoming assistant manager. Since then he has held various management positions at the Baker Hotel, Dallas; The Biltmore, Oklahoma City; and the White Plaza, Dallas. Since 1950 he has been managing director of Hotel Texas, Fort Worth.

*

A. L. INGALLS, president of Triangle Motors, has been elected a member of the Oldsmobile National Dealers Council by the Oldsmobile Dallas Zone Dealers Council. The national council is composed of elected representatives of zone dealer groups throughout the nation. Mr. Ingalls also has been installed as president of the Authorized New Car Dealers of Dallas, Inc.

*

BENSON D. MARTIN has been appointed banquet manager of The Statler Hilton. Mr. Martin was born in Ireland and received his training in banquet departments of hotels in England and on the Continent.

*

BOB BRIGNON, DARRELL PITCHT and **RICHARD WINGER,** all of Dallas, have been added to the sales staff of Dacco Supply Company as field engineers. **BOB SURREY** has joined the sales staff of Johnston Printing Company to specialize in the sale of offset lithography. A graduate of Northwestern University, Mr. Surrey has been associated with the Krug Litho Art Company, Kansas City, and the Egan Printing Company, Dallas. He is a member of the Dallas Junior Chamber of Commerce and the Dallas Advertising League.

Appointments and Promotions—



J. ROBERT NALLEY has been named sales manager of Conditioned Air, Inc. Mr. Nalley, a graduate of Texas A & M, is immediate past president of the Exchange Club of East Dallas. At Conditioned Air he will handle industrial and residential air conditioning and heating.

*

ROBERT R. OWEN has become associated with Arnold Barnes Company, Dallas, as a sales engineer. A graduate of Purdue University, Mr. Owen formerly was employed by Chance Vought Aircraft as supervisor of flight test instrumentation design. The Barnes Company is a manufacturers' representative firm specializing in the sale and service of electronic instruments and systems.

*

THOMAS P. FAULKNER has joined Seay and Hall, Dallas insurance agency. Mr. Faulkner, a Southern Methodist University graduate, has been operating his own agency here in Dallas for the last year and a half. Previously, he was with the Aetna Casualty & Surety.

*

JIM CORLEY has been appointed sales representative for Sabena Belgian World Airlines in the Dallas-Fort Worth area and other cities in East and West Texas. Mr. Corley, a native of Texas and graduate of Texas University, formerly was staff announcer of Radio Station *KRLD and KRLD-TV*. Previous to his KRLD post, he worked in a similar position with Armed Forces Radio Service in Salzburg, Austria.

*

DON E. COATS has joined the sales organization of Mayflower Warehouses (formerly American Transfer & Storage Company) in Dallas. Mr. Coats previously was district manager for the Aero Mayflower Transit Company in the Dallas area.

Find out whether your eyes are doing a poor job. If they hurt, vision foggy — see your Eye Doctor.

•

Bring Your Prescription For Glasses to us.



D. MARTIN-THOMAS

THOMAS OPTICAL COMPANY

GROUND FLOOR MEDICAL ARTS • DALLAS

The BIG N

Celebrates 25 Years of Growth in the BIG D!

Exactly 25 years ago this month — in March, 1932 — the three Neuhoff Brothers started a small meat packing plant in North Dallas. We began operation with 14 employees and an unlimited amount of faith in the future of the great Southwest.

The wonderful people of the Big D have fully justified our faith. Today Neuhoff Brothers is the largest and most modern meat plant in the Southwest. More than 600 Texans share our annual payroll, and thousands of Texas farmers and ranchers sell us more than a million hogs, cattle and calves for processing annually. In 1956, our livestock purchases of more than $21,000,000.00 played a substantial role in keeping money moving and men working throughout the great Southwest.

Today Neuhoff's hams, bacon, sausage and luncheon meats with the big N on the package are known far and wide. Our plans for 1957 include immediate and substantial plant expansion to keep pace with the ever-growing demand for our products.

NEUHOFF BROTHERS, PACKERS

2821 Alamo • Dallas, Texas

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Dallas Pioneers



Established

1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1869 Padgitt Bros. Company
Leather Goods — Wholesale and Retail

1872 Huey & Philp Company
Wholesale

1874 Binyon-O'Keefe Warehouse Co.
"Moving, Household Goods, and Commercial Warehousing"

1876 Trezevant & Cochran
Insurance Managers

1878 National Bank of Commerce
Banking

1889 Austin Brothers Steel Co.
Steel for Structures of Every Kind

1889 J. W. Lindsley & Company
Real Estate and Insurance

1892 The Egan Company
Printing, Lithographing, and Embossed Labels

1890 William S. Henson, Inc.
Advertising Printing

1896 Briggs-Weaver Machinery Co.
Industrial Machinery and Supplies



FLOUR milling is the oldest and most continuous segment of Dallas' food processing industry dating back to the grist mills of John Neeley Bryan's day. The Todd Flour Mills, established in 1874 were Dallas' first mercantile mills and the above photograph shows the Stanard Milling Co. about the turn of the century. In 1905, A. Rubenstein came to Dallas from Galveston direct from Russia and began operations as a pack peddler to lay the foundation of another important segment of Dallas food industry of the present day. He later expanded to horse and wagon operation in North Texas, exchanging goods for produce and located his first produce house at 124-126 Patterson. In 1912, the firm moved to 1507 Camp Street and built another building next door in 1918. A. Rubenstein died in 1932 and Sidney Rubenstein took over the business. In 1938 The Rubenstein Produce Co. moved to the market section at 2106 Canton and in 1943, moved to its present location at Swiss, Hall and Skiles. In 1944 the firm expanded into the pecan processing and shrimp processing business and today is one of the largest firms of its kind in the industry. The firm discontinued its poultry and egg business in 1954. Now in its fifty-second year the firm of Rubenstein & Sons, Inc., import shrimp from Mexico and Panama, and last year processed over 9 million pounds of shrimp sold under the Gulf Princess brand. Its present annual wholesale distribution of pecans under the Lady Rita brand exceeds 5 million pounds.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1897 Anderson Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral & Nursery Co.
The Southwest's Foremost Florists, Decorators, Nursery Landscape Service

1898 The Praetorians
Life Insurance Service

1902 Cullum & Boren
Red Fox Athletic Uniforms Wholesale and Retail Sporting Goods

1903 Republic Insurance Company
Writing Fire, Tornado, Allied Lines, Inland Marine, and Automobile Insurance

1903 First Texas Chemical Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1905 Rubenstein & Sons, Inc.
Gulf Princess, Ready To Fry Breaded Shrimp
Lady Rita Shelled Pecans

1911 W. W. Overton & Co.
Investments

1911 Graham-Brown Shoe Company
Manufacturing Wholesalers

1912 Stewart Office Supply Company
Stationers — Office Outfitters

EIGHTY-THREE YEARS OF SERVICE

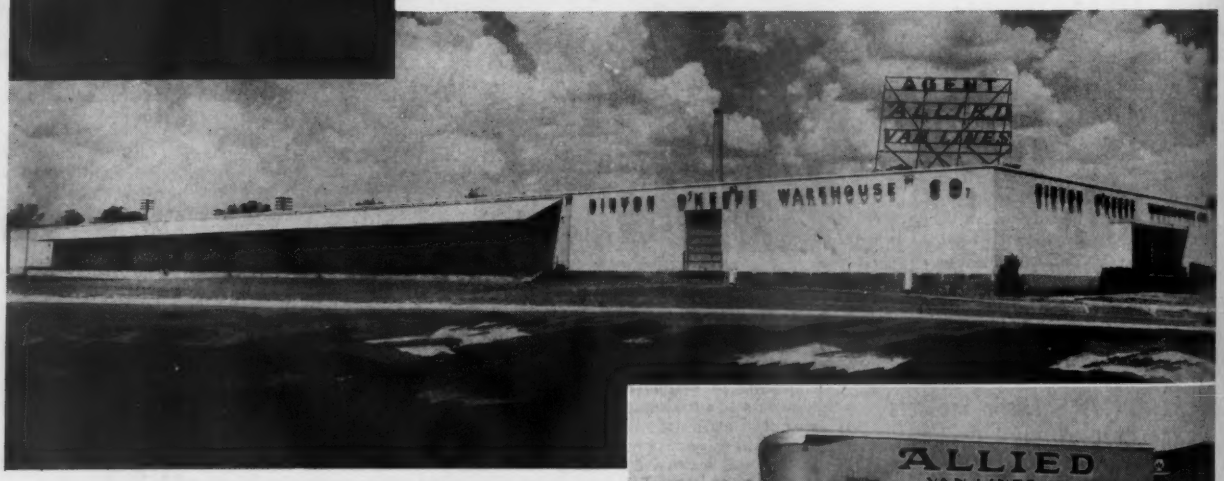
For more than eighty years in the Southwest, the name *BINYON-O'KEEFE* has been a synonym for "the finest service available for moving household goods, merchandise warehousing and distribution." In Dallas, *BINYON-O'KEEFE* is located in the hub of the industrial district, within convenient reach of your customers and a scant five minutes from the downtown area.

- *Every warehousing need is a specialty*
- *Handling is swift, efficient*

Such quality of service makes it the easiest kind of service to afford.

B. S. SINGLETON
President

HERBERT E. WALKER, JR.
Executive Vice President

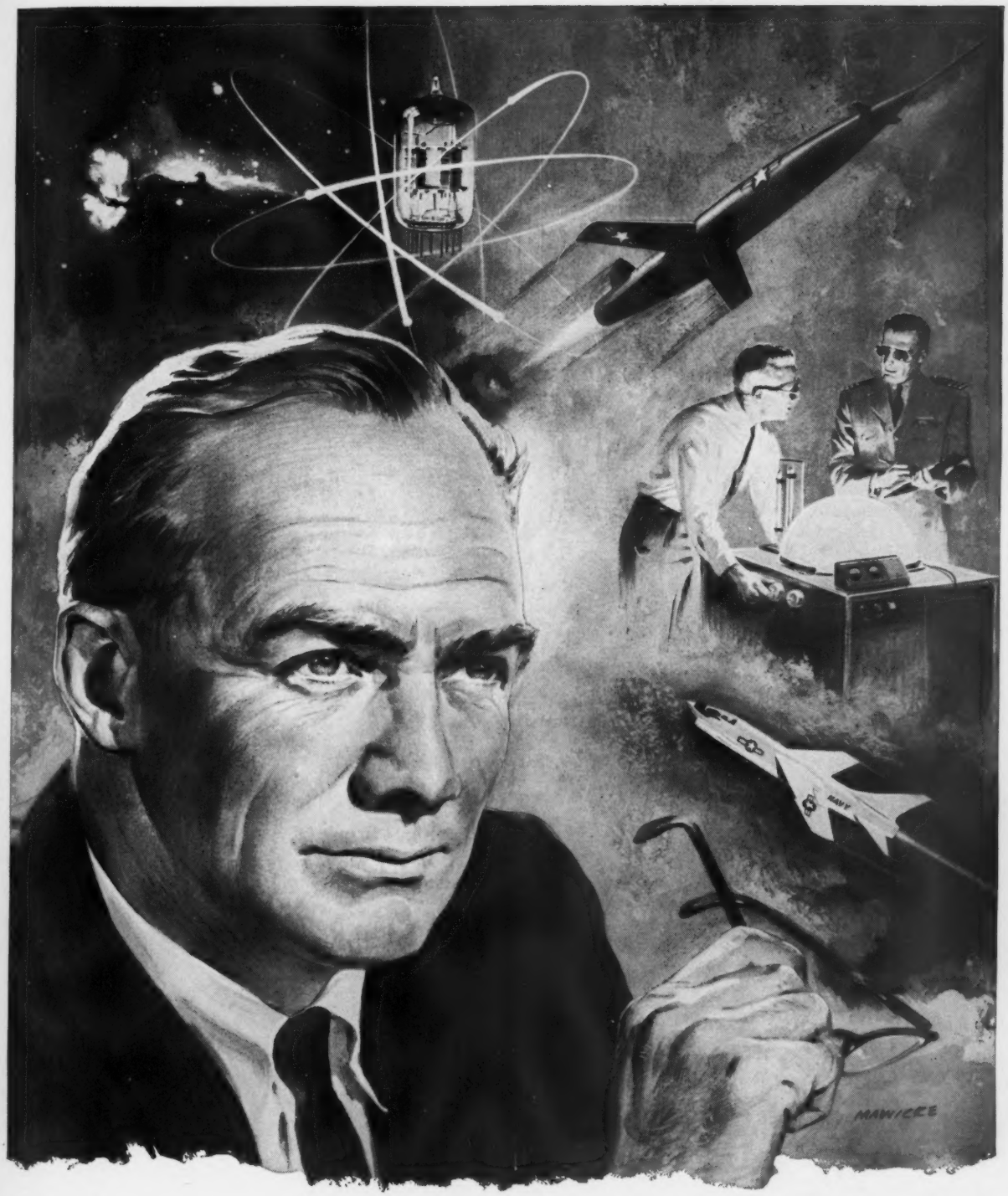




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AMERICAN WAREHOUSEMEN'S ASSOCIATION
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